

Prince Frog International Holdings Limited

青蛙王子國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock Code / 股份代號: 1259)

NOTIFICATION LETTER 通知信函

23 September, 2011

Dear Non-registered Holder ^(Note 1),

Prince Frog International Holdings Limited (the “Company”) – Notice of Publication of 2011 Interim Report (“Current Corporate Communication”)

The Current Corporate Communication of the Company (both English and Chinese versions) is available on the Company’s website at www.princefrog.com.cn and the website of Hong Kong Exchanges and Clearing Limited (“HKEx”) at www.hkexnews.hk. You may access the Current Corporate Communication by clicking “Financial Reports” under “Investor Relations” section on the home page of the Company’s website.

If you wish to receive the printed version(s) of the Current Corporate Communication and all future Corporate Communication ^(Note 2) of the Company, please provide reasonable prior notice through: (i) writing to the Company’s Branch Share Registrar, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong, or (ii) completing the Request Form on the reverse side and returning it by using the pre-paid postage mailing label at the bottom of the Request Form (need not affix a stamp when returning, if posted in Hong Kong), or (iii) sending an e-mail with a scanned copy of the completed Request Form to prince.ecom@computershare.com.hk. The Request Form may also be downloaded from the Company’s website at www.princefrog.com.cn or the HKEx’s website at www.hkexnews.hk.

Should you have any queries relating to the above, please contact the Company’s Branch Share Registrar at (852) 2862 8688 during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

By order of the Board
Prince Frog International Holdings Limited
Mr. Li Zhehui
Chairman

Note 1: This letter is addressed to Non-registered Holder(s) (“Non-registered Holder” means such person or company whose shares in the Company are held in the Central Clearing and Settlement System and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that he/she/it wishes to receive the Corporate Communications). If you have sold or transferred your shares in the Company, please disregard this letter and the Request Form on the reverse side.

Note 2: Corporate Communication refers to any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) the directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位非登記持有人 ^(附註 1)：

青蛙王子國際控股有限公司 (「本公司」) – 2011 年中期報告 (「本次公司通訊文件」) 之發佈通知

本公司之本次公司通訊文件 (英文及中文版) 已於本公司網站 www.princefrog.com.cn 及香港交易及結算所有限公司 (「香港交易所」) 網站 www.hkexnews.hk 登載。閣下可在本公司網站主頁的「投資者關係」項下按「財務報告」閱覽本次公司通訊文件。

倘閣下欲收取本公司之本次公司通訊文件及所有日後公司通訊文件 ^(附註 2) 的印刷本，請用以下其中一個方式預先給予本公司合理時間的通知：(i) 發送書面通知予本公司股份過戶登記分處，香港中央證券登記有限公司，地址為香港灣仔皇后大道東 183 號合和中心 17M 樓，或(ii) 填妥本函背面的申請表格，並使用申請表格下方的已預付郵費郵寄標籤將之寄回 (如在香港投寄，毋須貼上郵票)，或(iii) 將已填妥的申請表格的掃描本電郵至 prince.ecom@computershare.com.hk。申請表格亦可於本公司網站 www.princefrog.com.cn 或香港交易所網站 www.hkexnews.hk 下載。

如閣下於此函件的事項有任何疑問，請於辦公時段內 (星期一至星期五上午九時正至下午六時正，香港公眾假期除外) 致電本公司的股份過戶登記分處服務查詢，熱線號碼為(852) 2862 8688。

承董事會命
青蛙王子國際控股有限公司
主席
李振輝先生

二零一一年九月二十三日

附註 1：此函件為致本公司非登記持有人(「非登記持有人」指所持有的本公司股份存放於中央結算及交收系統的人士或公司，透過香港中央結算有限公司不時向本公司發出通知，表示欲收取公司通訊)。倘閣下已出售或轉讓所持有的本公司股份，則毋須理會本函件及背面的申請表格。

附註 2：公司通訊文件包括本公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件，其中包括但不限於：(a) 董事會報告、年度財務報表連同核數師報告及如適用，財務摘要報告；(b) 中期報告及如適用，中期摘要報告；(c) 會議通告；(d) 上市文件；(e) 通函；及(f) 代理人委任表格。

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青蛙王子國際控股有限公司

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(於開曼群島註冊成立之有限公司)

(Stock Code / 股份代號: 1259)

Request Form 申請表格

To: Prince Frog International Holdings Limited (the "Company")
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre,
183 Queen's Road East, Wanchai, Hong Kong

致: 青蛙王子國際控股有限公司 (「本公司」)
經 香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the **all Corporate Communication** ⁽¹⁾ of the Company as indicated below:

本人/我們希望以下列方式收取 貴公司之**全部**公司通訊文件(1) (「公司通訊文件」):

(Please tick **ONLY ONE** of the following boxes)

(請從下列選擇中, 僅在其中一個空格內劃上「✓」號)

- to receive the **printed English version** of all Corporate Communication **ONLY**; **OR**
僅收取公司通訊文件之**英文印刷本**; 或
- to receive the **printed Chinese version** of all Corporate Communication **ONLY**; **OR**
僅收取公司通訊文件之**中文印刷本**; 或
- to receive **both printed English and Chinese versions** of all Corporate Communication.
同時收取公司通訊文件之**英文及中文印刷本**。

Signature:

簽名 _____

Contact telephone number:

聯絡電話號碼 _____

Date:

日期 _____

Note 附註:

- Corporate Communication refers to any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
公司通訊文件包括本公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件, 其中包括但不限於: (a)董事會報告、年度財務報表連同核數師報告及如適用, 財務摘要報告; (b)中期報告及如適用, 中期摘要報告; (c)會議通告; (d)上市文件; (e)通函; 及(f)代理人委任表格。
- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- Any form with more than one box marked (✓), with no box marked (✓), with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確, 則本表格將會作廢。
- The above instruction will apply to all future Corporate Communication to be sent to you until you notify otherwise by reasonable notice in writing to the Company's Branch Share Registrar, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.
上述指示適用於將來發送予 閣下之所有公司通訊文件, 直至 閣下發出合理書面通知予本公司之股份過戶登記分處, 香港中央證券登記有限公司, 地址為香港灣仔皇后大道東183號合和中心17M樓, 另作選擇為止。
- For the avoidance of doubt, we do not accept any additional instructions on this Request Form.
為免存疑, 任何在本申請表格上的額外指示, 本公司將不予處理。

✂

閣下寄回此申請表格時, 請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope to return this Request Form to us.

No postage stamp necessary if posted in Hong Kong.

郵寄標籤 MAILING LABEL

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong