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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)

(Stock code: 1259)

PROPOSED CHANGE OF COMPANY NAME

The Board announces that it intends to put forward a proposal to the Shareholders at the AGM to approve the change of the English name of the Company from “Prince Frog International Holdings Limited” to “China Child Care Corporation Limited” and the Chinese name of the Company from “青蛙王子國際控股有限公司” to “中國兒童護理有限公司”.

The Change of Company Name is subject to the passing of a special resolution by the Shareholders at the AGM and the approval by the Registrar.

A circular containing, among other matters, information in relation to the Change of the Company Name and a notice convening the AGM will be dispatched to the Shareholders as soon as practicable.

PROPOSED CHANGE OF COMPANY NAME

The board of directors (the “**Board**”) of Prince Frog International Holdings Limited (the “**Company**”) proposes to change the English name of the Company from “Prince Frog International Holdings Limited” to “China Child Care Corporation Limited” and the Chinese name of the Company from “青蛙王子國際控股有限公司” to “中國兒童護理有限公司” (the “**Change of Company Name**”). The stock short name of the Company will also be changed accordingly.

Conditions of the Change of Company Name

The Change of Company Name is subject to the following conditions:

1. the passing of a special resolution by the shareholders of the Company (the “**Shareholders**”) at the forthcoming annual general meeting of the Company (the “**AGM**”) to approve the Change of Company Name; and
2. the Registrar of Companies in the Cayman Islands (the “**Registrar**”) approving the Change of Company Name.

Subject to the approval of the Shareholders and the Registrar, the Change of Company Name will take effect from the date of issuance of the Certificate of Incorporation on Change of Name by the Registrar. The Company will carry out all necessary filing procedures in Hong Kong upon the Change of Company Name becoming effective.

Reasons for the Change of Company Name

The Change of Company Name is to be in line with the Company’s corporate strategy of providing diversified brand offerings of babies’ and children’s personal care products. The Board believes that the new Company name can provide the Company with a more appropriate identity and image that will benefit the Company’s future business development and is in the interests of the Company and the Shareholders as a whole.

Effect of the Change of Company Name

The Change of Company Name will not affect any rights of the holders of securities of the Company. The existing certificates of securities in issue bearing the present name of the Company will, after the Change of Company Name becoming effective, continue to be evidence of title to such securities and continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of the existing certificates of securities for new certificates bearing the new name of the Company. Once the Change of Company Name becomes effective, new certificates of securities will be issued in the new name of the Company.

GENERAL

A special resolution will be proposed at the AGM for the Shareholders to consider, and if thought fit, pass for approving the Change of Company Name. A circular containing, among other matters, information in relation to the Change of Company Name and a notice convening the AGM will be dispatched to the Shareholders as soon as practicable.

The Company will make further announcement(s) as and when appropriate on the effective date of the Change of Company Name and the new stock name of the Company.

By order of the Board
Prince Frog International Holdings Limited
Huang Yishan
Company Secretary

Hong Kong, 7 April 2014

As at the date of this announcement, the Board comprises five executive directors, namely Mr. Li Zhenhui, Mr. Xie Jinling, Mr. Ge Xiaohua, Mr. Huang Xinwen and Ms. Hong Fang; and three independent non-executive directors, namely Mr. Chen Shaojun, Mr. Ren Yunan and Mr. Wong Wai Ming.