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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)

APPROVAL OF HIGH-NEW TECHNOLOGY ENTERPRISE CERTIFICATE

The board of directors (the “**Board**”) of Prince Frog International Holdings Limited (the “**Company**”) is pleased to announce that 青蛙王子(中國)日化有限公司 (Frog Prince (China) Daily Chemicals Co., Ltd.*) (“**Prince Frog (China)**”), an indirectly wholly-owned subsidiary of the Company, was granted the High-New Technology Enterprise Qualification (the “**Qualification**”) and obtained the High-New Technology Enterprise Certificate (the “**Certificate**”) jointly issued by Fujian Provincial Department of Science and Technology (福建省科學技術廳), Fujian Provincial Department of Finance (福建省財政廳), Fujian Provincial Office, SAT (福建省國家稅務局) and Fujian Local Taxation Bureau (福建省地方稅務局) with the Certificate number GR201335000164. Prince Frog (China) completed the process of obtaining the corporate income tax preferential treatment with Zhangzhou Municipal Office, SAT, Fujian Province (福建省漳州市國家稅務局) in April 2014.

In accordance with the requirements under the Administrative Measures with regard to the Recognition of High-New Technology Enterprises (《高新技術企業認定管理辦法》) and Corporate Income Tax Law of the People’s Republic of China (《中華人民共和國企業所得稅法》), Prince Frog (China) is entitled to the corporate income tax preferential treatment as enjoyed by high-new technology enterprises since it has been granted the Qualification. As such, Prince Frog (China) shall enjoy the preferential tax rate of 15% instead of the original rate of 25% for 3 years from 1 January 2013 to 31 December 2015.

The Board considers that the lowering of the corporate income tax rate of Prince Frog (China) would have positive impact to the 2014 operating results of Prince Frog (China), and of the Company and its subsidiaries (collectively the “**Group**”). The figure of 2013 corporate income tax expense is subject to confirmation pending final tax assessment of Prince Frog (China) by the relevant tax authority of the Peoples’ Republic of China.

The purpose of this announcement is to keep the shareholders of the Company and potential investors informed of the latest business development of the Group. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board

Li Zhenhui

Chairman of the Board

Hong Kong, 9 May 2014

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

* *For identification purposes only.*