

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **AV CONCEPT HOLDINGS LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 595)

### **APPOINTMENT OF EXECUTIVE DIRECTOR**

The board (“Board”) of directors (“Directors”, each a “Director”) of AV Concept Holdings Limited (“Company”, together with its subsidiaries, the “Group”) is pleased to announce that Mr. Ho Choi Yan, Christopher (“Mr. Ho”) has been appointed as an executive Director with effect from 1 January 2011.

Mr. Ho, aged 37, holds a bachelor’s degree in accountancy from The Hong Kong Polytechnic University. He is a member of Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants. Mr. Ho has over 15 years experience in finance, accounting and taxation. Mr. Ho has worked for various companies listed on The Stock Exchange of Hong Kong Limited (“Stock Exchange”) holding key positions in financial and corporate accounting. Mr. Ho joined the Group as a financial controller in 2006 and has acted as the chief financial officer of the Group since 2008. It is expected that Mr. Ho will continue to contribute his expertise and effort to the Group.

There is no service contract between the Company and Mr. Ho. Mr. Ho is not appointed for a specific term but is subject to retirement by rotation and other related provisions as stipulated in the articles of association of the Company. Mr. Ho is entitled to a basic remuneration of HK\$1,625,000 per annum subject to annual review by the Board and the remuneration committee of the Company. In addition, Mr. Ho is entitled to receive discretionary bonus payments or other benefits as may be decided by the Board and the remuneration committee of the Company from time to time, having regard to his performance and duties, the Company’s performance and profitability and the prevailing market conditions.

Mr. Ho has not held any other major appointment directorship in other listed public companies in the last three years, nor does he have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company (as defined in the Rules Governing the Listing of Securities on the Stock Exchange (“Listing Rules”). As at the date hereof, Mr. Ho does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, there are no other matters concerning the appointment of Mr. Ho as an executive Director that need to be brought to the attention of the shareholders of the Company pursuant to the requirements under the Rules 13.51(2)(h) to (v) of the Listing Rules.

The Board would like to take this opportunity to welcome Mr. Ho to join the Board.

By order of the Board  
**AV Concept Holdings Limited**  
**So Yuk Kwan**  
*Chairman*

Hong Kong, 3 January 2011

*As at the date of this announcement, the Board comprises three executive Directors, Dr. Hon. So Yuk Kwan (Chairman), Mr. So Chi On and Mr. Ho Choi Yan, Christopher and three independent non-executive Directors, Dr. Hon. Lui Ming Wah, SBS, JP, Mr. Charles E. Chapman and Mr. Wong Ka Kit.*