ECOWISE HOLDINGS LIMITED
(Company Registration No. 200209835C)

SUNRICH INTEGRATED SDN BHD ENTERED INTO COLLABORATION AGREEMENT WITH MALAYSIAN RUBBER BOARD FOR A JOINT R&D PROJECT – THE APPLICATION OF EXPOXIDISED NATURAL RUBBER IN ENVIRONMENTALLY-FRIENDLY RETREADED TYRES

The Board of Directors of ecoWise Holdings Limited ("ecoWise" or "the Company") wishes to announce that its wholly-owned subsidiary, Sunrich Integrated Sdn Bhd in Malaysia, has on 6 May 2014 entered into a Collaboration Agreement with Malaysian Rubber Board to carry out a joint R&D on **The Application of Epoxidised Natural Rubber in Environmentally-friendly Retreaded Tyres (the "Agreement").**

The use of Epoxidised Natural Rubber (Ekoprena®) tread compound reinforced with highly dispersible silica fillers is a unique combination that offers reduced rolling resistance and improved wet grip of tyres. The use of Ekoprena® retread compound in tyre retreading promotes a sustainable green material for greener application. The project involves the production of Ekoprena® retreaded tyres and road trial under Malaysia conditions. This R&D project is being implemented under the Entry Point Projects (EPP4) in National Key Economic Areas (NKEA) to commercialise Ekoprena® in Malaysia. The outcome of this project will give a comprehensive technical and economic data to further promote and uptake Ekoprena® as green material for retreaded tyre technology.

The project duration is 3 years.

The Agreement is not expected to result in any material impact on the Company's financial performance for the current year ending 31 October 2014.

BY ORDER OF THE BOARD

LEE THIAM SENG
Executive Director
7 May 2014