LONGCHEER HOLDINGS LIMITED
Incorporated in Bermuda
Company Registration No. 35673

DESPATCH OF CIRCULAR TO SHAREHOLDERS

Unless otherwise defined herein, capitalised terms used in this announcement shall have the meanings ascribed to them in the announcement issued by the Company on 24 June 2014 in relation to the proposed disposal of the entire issued and paid-up share capital of Mobell Technology Pte. Ltd. ("Proposed Disposal Announcement").

The Board of Directors of the Company refers to the Proposed Disposal Announcement.

Further to the Proposed Disposal Announcement, the Company wishes to announce that it has today despatched to its Shareholders a circular dated 31 July 2014 ("Circular") which contains, inter alia, a notice for convening a special general meeting ("SGM") will be held at Room Anson III, Level 2, M Hotel, 81 Anson Road, Singapore 079908 on 15 August 2014 at 10:30 a.m. for the purpose of seeking Shareholder's approval for the Proposed Disposal and the Proposed Special Dividends.

Shareholders who do not receive the Circular within a week of the date hereof may download a softcopy of the Circular which is available on the website of the Singapore Exchange Securities Trading Limited at www.sgx.com or may request a copy of the same from the Share Transfer Agent of the Company during normal working hours on any date before the SGM at the following address:

Boardroom Corporate & Advisory Services Pte. Ltd.
50 Raffles Place
#32-01, Singapore Land Tower
Singapore 048623

BY ORDER OF THE BOARD
LONGCHEER HOLDINGS LIMITED
See Yen Tarn
Audit Committee Chairman
31 July 2014