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潤東汽車

China Greenland Rundong Auto Group Limited

中國綠地潤東汽車集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1365)

STRATEGIC COOPERATION MEMORANDUM

This announcement is made by China Greenland Rundong Auto Group Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company is pleased to announce that, on August 21, 2015 the Company entered into a non-legally binding strategic cooperation memorandum (the “**Memorandum**”) with each of Greenland Financial Holdings Group Co., Ltd.* (綠地金融投資控股集團有限公司) (“**Greenland Financial Holdings**”) and Zhongyi E-Commerce (Shanghai) Limited* (眾益電子商務(上海)有限公司) (“**Greenland E-commerce**”), both being wholly-owned subsidiaries of Greenland Holdings Corporation Limited* (綠地控股股份有限公司) (“**Greenland Holdings**”, a company listed on the Shanghai Stock Exchange, stock code: 600606).

MAJOR DETAILS OF THE MEMORANDUM BETWEEN THE COMPANY AND GREENLAND FINANCIAL HOLDINGS

(1) Major Details of the Strategic Cooperation:

1. **Financing and Leasing Business:** Both parties plan to cooperate to operate the automobile financing and financial leasing business targeted at PRC domestic end consumers through Huiyu (Shanghai) Financing and Leasing Company (匯譽(上海)融資租賃有限公司) (“**Huiyu Leasing**”), an indirect wholly-owned subsidiary of the Company, as the platform.

2. **Relevant automobile financing and internet financial service businesses:** While proactively promoting the lease on time share basis and key account lease business, both parties plan to consolidate the online and offline (O2O) channel sources of Greenland Holdings and the Group with Huiyu Leasing as the carrier and automobile dealership business as valuable assets to build an open-ended financial service platform focusing on the provision of automobile dealership service and covering distributors, customers, financial institutes and other parties, and expedite the development of key account sales, stock finance, automobile loan, automobile insurance agency and other related automobile financing and internet financial service businesses.

(2) Reasons for and benefits of the strategic cooperation

By cooperating with Greenland Financial Holdings, the Group can leverage upon the financial and insurance service platform of Greenland Financial Holdings to accelerate the expansion of automobile sales loans, stock finance, automobile loans and other automobile financing businesses and strengthen the development of the existing automobile financing and leasing businesses by addressing the financial needs from automobile sales to all aspects of services. Meanwhile, thanks to such cooperation, the Group can also enrich its products relating to automobile financing and penetrate into the automobile financing market. In addition, it is a strong supplement of automobile sales as the principal business of the Group to develop the automobile financing service in the current transition from new automobile sales to the after-sales market, which in turn can also promote the automobile sales business of the Group.

MAJOR DETAILS OF THE COOPERATION BETWEEN THE COMPANY AND ZHONGYI E-COMMERCE

(1) Major details of the strategic cooperation:

1. **Joint development of client sources:** Customer profile will be established through jointly tapping the needs of customers by the parties, so that coordinated automobile sales could be achieved through resources integration.
2. **Online business integration:** The online e-commerce sector of the Group is currently engaged in the sales of a large variety of products such as new automobile, branded accessory products, maintenance package and financial products, and provision of various services such as test drive appointment, maintenance appointment and bonus points query. It is the Group's plan to coordinate with the Global Membership System of Greenland E-commerce to realize integration of bonus points, online sales and products, thus generating a shared platform catering for the comprehensive needs of clients for housing, traveling and lifestyle. On this basis, the parties will further cooperate to launch packaged marketing programs such as sales and credit for houses and automobiles, and property management and after-sales services of automobiles, so as to enrich the product offering and diversify the service package to raise the loyalty and frequency of customer consumption.

3. **Offline service integration:** The parties plan to make the Greenland Community as the service platform, and develop a micro-community which would be relatively closed but highly interacted. Relying on the highly consistent technology of the 4S dealerships, the parties aim to transform the service mode of automobile after-sales market from public-oriented to a mode which caters for a small group of people in a segmented market, so as to provide clients with convenient services based on the concept of automobile life such as pre-owned automobile trade-in, automobile improvements, community maintenance and repair, community automobile ordering and leasing and entrusted claims and repair.

(2) Reasons for and benefits of the strategic cooperation

The cooperation with Zhongyi E-Commerce would enhance customer loyalty of the Group and create additional service platforms and additional income sources. Meanwhile, it allows the Group to take advantage of the customer base and diversified business of Greenland Holdings to jointly create an community automobile and related service platform through the internet and increase the general competitiveness of such platform. With emphasis on promoting the O2O mode, the Group could take advantage of the scale of its existing physical outlets and the offline community, property management services and commercial outlets of Greenland Holdings, so as to facilitate the integration of online and offline communities.

INFORMATION ABOUT THE GROUP, GREENLAND FINANCIAL HOLDINGS, AND ZHONGYI E-COMMERCE

The Group is one of the largest luxury automobile dealership groups in the affluent coastal region in Eastern China, including Jiangsu, Shandong, Shanghai, and Zhejiang. The Group operates a high-density dealership network with a balanced portfolio of luxury, ultra-luxury, and mid- and high-end brands. The Group manages a brand portfolio, including BMW, MINI, Jaguar, Land Rover, Audi, Lexus, and Cadillac, in addition to two ultra-luxury brands, namely, Maserati and Ferrari. With advanced customer relationship management system and a well-established dedicated sales team in place, the Group is committed to providing customized services during the entire relevant auto consumer cycle, while offering a diverse range of aftersales services, including consulting services for automobile purchase financing, automobile insurance agency services and related consulting services, and pre-owned automobiles, as well as automobile added-value services.

Greenland Financial Holdings is a wholly-owned subsidiary of Greenland Holdings and the holding company of Greenland Financial Overseas Investment Group Co., Ltd.(a controlling shareholder of the Company). Greenland Financial Holdings serves as a strategic financing and investment vehicle for Greenland Holdings, operating multiple businesses, including financial services such as financial investment, property funds, microloans, financing guarantees, financial asset trading centers, and pawnshops.

Zhongyi E-Commerce is a wholly-owned subsidiary and an e-commerce merchant platform of Greenland Holdings. Zhongyi E-Commerce is principally engaged in the branches of providing the customers of Greenland Holdings and its group companies with value-added products and services focusing on wealth, health, and fashion. The G-club membership

platform of Zhongyi E-Commerce is created to consolidate resources from real estate, finance, automobile and big spending segments of Greenland Holdings and its group companies and provide customized products and services.

If the strategic cooperation under the non-legally binding Memorandum becomes materializes and constitutes a discloseable transaction and/or connected transaction of the Company under the Listing Rules, the Company will make further announcement under the requirements of the Listing Rules when and as appropriate.

The Company wishes to emphasize that as at the date of this announcement, the Group has only entered into the Memorandum with Zhongyi Financial Holdings and Greenland E-commerce, the matters contained in which are subject to implementation. Shareholders and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
China Greeland Rundong Auto Group Limited
Yang Peng
Chairman

Hong Kong, August 21, 2015

As at the date of this announcement, the executive Directors are Mr. Yang Peng, Mr. Liu Dongli, Mr. Zhao Zhongjie and Mr. Liu Jian; the non-executive Directors are Mr. Li Wei, Mr. Wu Zhengkui, Mr. Zhao Fu and Mr. Yan Sujian; and the independent non-executive Directors are Mr. Peng Zhenhuai, Mr. Mei Jianping, Mr. Lee Conway Kong Wai and Mr. Xiao Zhengsan.

* *For identification purpose only*