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## **NEW FOCUS AUTO TECH HOLDINGS LIMITED**

**新焦點汽車技術控股有限公司\***

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 360)

### **VOLUNTARY ANNOUNCEMENT - LICENCE AGREEMENT WITH MICHELIN IN RELATION TO MICHELIN TRADEMARKS**

This is a voluntary announcement made by New Focus Auto Tech Holdings Limited (the “**Company**”).

The board of directors (the “**Board**”) of the Company is pleased to announce that New Focus Lighting & Power Technology (Shanghai) Co., Limited (“**New Focus Lighting & Power**”), a wholly-owned subsidiary of the Company, entered into a 3-year exclusive trademarks license agreement (“**License Agreement**”) with Michelin Lifestyle Limited (“**Michelin Lifestyle**”), a member of the Michelin Group. According to the License Agreement, New Focus Lighting & Power will be granted the right to use the Michelin trademarks on auto accessories including Car Mats, Front Sunshades, Steering Wheel Covers, Head Rest Covers, Seat Covers, Cushions, Blankets, Multi Holders, Sun Visor Pockets, Tissue Paper Holders, Seat Belt Pads, Lumbar Back Supports, Auto related HID/LED Halogen Lights, AC/DC Converters, Battery Chargers (Smart Chargers), Cold and Warmer Boxes, Vacuum Cleaners, Car polishers, Tyre gauges, Jump Starter Series and Multi-Functional Power Packs, Emergency Kits and Booster Cables, Snow Chains and Car Wax in the People’s Republic of China (excluding Hong Kong, Macau and Taiwan) (the “**PRC**”) for a term of three (3) years expiring on 31 March 2016 for royalties payable by New Focus Lighting and Power to Michelin Lifestyle based on the revenue generated from the sale of licensed products.

Michelin Lifestyle was established in 2000 to increase the recognition of MICHELIN brand and to develop closer relationships with consumers. In 2011, Michelin Lifestyle operations represented more than 75 licensing partnerships worldwide with sales in over 85 countries and through more than 30,000 outlets, including the leading automotive accessory chains.

\* For identification purposes only

Under the License Agreement, New Focus Lighting & Power will be responsible for product development, promotional planning, sales, distribution and after-sales services to the China market. All licensed products will be distributed through the Group's more than 100 directly-owned service retail chains, its cross-region wholesale channels throughout the PRC and also through other retail stores.

The Directors consider the cooperation between the New Focus Lighting & Power and Michelin Lifestyle would substantially increase the Group's market presence in the PRC and further strengthen the Group's leading position and scale in China's auto after-sales market.

**Shareholders and public investors should exercise caution when dealing in the shares of the Company. Further announcements will be made as and when appropriate.**

By order of the Board  
New Focus Auto Tech Holdings Limited  
HUNG, Wei-Pi  
*Chairman*

Hong Kong, 22 January, 2013

*As at the date of this announcement, the directors of the Company are executive Directors – HUNG Wei-Pi, John, HUNG Ying-Lien, Raymond N. Chang, Douglas Charles Stuart FRESCO and Edward B. MATTHEW; non-executive Directors – HSU Ming Chyuan and CHANG An-Li; and independent non-executive Directors – DU Hai-Bo, ZHOU Tai-Ming, UANG Chii-Maw and Chih T. Cheung.*