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PACIFIC ONLINE LIMITED

太平洋網絡有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 543)

CHANGE OF CHIEF FINANCIAL OFFICER

The Board announces that with effect from 1 April 2013:

- (1) Mr. Wang Ta-Hsing will step down as the chief financial officer of the Company.
- (2) Mr. Ma Man Ho, Stephen, currently the Company's vice president of finance, will be appointed as the chief financial officer of the Company.

The board of directors (the "**Board**") of Pacific Online Limited (the "**Company**") announces that Mr. Wang Ta-Hsing ("**Mr. Wang**") will step down as the chief financial officer of the Company with effect from 1 April 2013 and will continue to act as an executive director of the Company. The Board also announces that Mr. Ma Man Ho, Stephen ("**Mr. Ma**"), currently the Company's vice president of finance, will be appointed as the chief financial officer of the Company with effect from 1 April 2013.

Mr. Ma, aged 42, has over 10 years of experience working in financial management and corporate development. Prior to joining the Company in 2012, Mr. Ma held management roles with several financial services companies in Hong Kong and the United States. He holds a Bachelor of Business Administration degree from the Chinese University of Hong Kong and a Master of Business Administration degree from Northwestern University's Kellogg School of Management.

The Board would like to take this opportunity to express its appreciation to Mr. Wang for his valuable contributions to the Company during his tenure as the chief financial officer of the Company and extends its warm welcome to Mr. Ma for his new role in the Company.

On behalf of the Board
Pacific Online Limited
Lam Wai Yan
Chairman

Hong Kong, 25 January 2013

As at the date of this announcement, the Board comprises 4 Executive Directors, namely, Mr. Lam Wai Yan, Mr. Ho Kam Wah, Mr. Wang Ta-Hsing and Ms. Zhang Cong Min; and 3 Independent Non-executive Directors, namely, Mr. Tsui Yiu Wa, Alec, Mr. Thaddeus Thomas Beczak and Mr. Chan Chi Mong, Hopkins.