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SOUTH EAST GROUP LIMITED **(東南國際集團有限公司) ***

(Incorporated in Bermuda with limited liability)

(Stock Code: 726)

**(1) RESIGNATION OF EXECUTIVE DIRECTOR;
(2) CHANGE OF AUTHORIZED REPRESENTATIVE;
(3) APPOINTMENT OF CHIEF FINANCIAL OFFICER; AND
(4) REDESIGNATION OF CHAIRMAN OF REMUNERATION COMMITTEE**

The Board announces that:

1. Mr. Yeung Chun Wai, Anthony has resigned as a deputy chairman, executive director and authorized representative of the Company with effect from 8 September 2015; and
2. Mr. Chen Domingo, an executive director of the Company, will fill the vacant position as an authorized representative of the Company with effect from 8 September 2015; and
3. Mr. Chen Donghui has been appointed as chief financial officer of the Company with effect from 8 September 2015; and
4. Mr. Mi Hongjun has been re-designated from the chairman of the Remuneration Committee to a member of Remuneration Committee and Mr. Jiang Hongqing has been appointed as the chairman of the Remuneration Committee with effect from 8 September 2015.

RESIGNATION OF EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of South East Group Limited (the “**Company**”) announces that on 8 September 2015, the Board has received a resignation letter from the Mr. Yeung Chun Wai, Anthony (“**Mr. Yeung**”) to resign as the deputy chairman of the Board and as an executive director of the Company with effect from 8 September 2015. Mr. Yeung would also cease to be an authorized representative of the Company pursuant to Rule 3.05 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) with effect from the same date.

** For identification purpose only*

As stated in his resignation letter, Mr. Yeung has resigned because of increased commitments to his personal career. Mr. Yeung also confirmed that he has no disagreement with the Board and there is no other matter that needs to be brought to the attention of the shareholders of the Company in relation to his resignation.

CHANGE OF AUTHORIZED REPRESENTATIVE

Mr. Chen Domingo, an executive director of the Company, will fill the vacant position as an authorized representative of the Company replacing Mr. Yeung with effect from the same date.

APPOINTMENT OF CHIEF FINANCIAL OFFICER

The Board would also like to announce that Mr. Chen Donghui (“**Mr. Chen**”) has been appointed as the chief financial officer of the Company with effect from 8 September 2015.

Mr. Chen, aged 41, is currently the chief financial officer of China Minsheng Jiaye Investment Co. Ltd.* (中民嘉業投資有限公司). Mr. Chen has been engaging in the insurance industry before joining China Minsheng Investment Co. Ltd. and has over 14 years of experience in the finance and insurance industry. Mr. Chen has served as: (i) General Manager of the Strategic Financing Department of China Export & Credit Insurance Corporation from 2008 to 2014; (ii) Deputy General Manager and then General Manager of the Finance and Accounting Department of PICC Property and Casualty Company Limited from 2004 to 2007 and the Deputy General Manager of its Jiangsu Branch from 2007 to 2008; (iii) Supervisor and Vice Supervisor of the strategic research office of the R&D center of The People’s Insurance Company of China Limited from 2001 to 2003; and (iv) Supervisor of the Finance and Accounting Department of Bank of China from 2000 to 2001. Mr. Chen earned his Doctorate degree from the accounting faculty of Renmin University of China in 2000. Mr. Chen was also qualified as a Certified Public Accountant in 1997.

REDESIGNATION OF CHAIRMAN OF REMUNERATION COMMITTEE

Mr. Mi Hongjun (“**Mr. Mi**”) has tender his resignation as the chairman of remuneration committee of the Company (“**Remuneration Committee**”) with effect from 8 September 2015. Mr. Mi will remain as an executive director, chairman of the Board, chairman of the Nomination Committee and member of the Remuneration Committee.

The Board is pleased to announce that Mr. Jiang Hongqing, an independent non-executive director and a member of the Remuneration Committee, has been appointed as the chairman of Remuneration Committee with effect from 8 September 2015 in compliance with Rule 3.25 of the Listing Rules.

The Board would like to extend its warm welcome to Mr. Chen on his appointment and express its appreciations to Mr. Yeung for his contributions to the Company.

By order of the Board of
South East Group Limited
Mi Hongjun
Chairman and Executive Director

Hong Kong, 8 September 2015

As at the date of this announcement, the Board comprises Mr. Mi Hongjun (Chairman), Mr. Yin Jun (Deputy Chairman) and Mr. Chen Domingo as executive directors; Ms. Fang Rong and Mr. Zhou Feng as non-executive directors; Mr. Lee Chi Ming, Mr. Chan Chi Hung, Anthony and Mr. Jiang Hongqing as independent non-executive directors.