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GOLDPOLY NEW ENERGY HOLDINGS LIMITED

金保利新能源有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 686)

TRADE MARK LICENCE AGREEMENT

The announcement is made by Goldpoly New Energy Holdings Limited (the "Company", together with its subsidiaries, the "Group") on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

The board of the Company ("Board") wishes to announce that on 13 July 2011, the Company entered into a trade mark licence agreement ("Licence Agreement") with an independent third party ("Licensee"). Under the Licence Agreement, in consideration of the grant of the sole and exclusive license to use the trade marks "Gay Giano", "Cour Carrè" and "Due G" in Hong Kong and People's Republic of China for 20 years, the Licensee shall pay to the Group an upfront fee upon signing of the Licence Agreement and a further licence fee at a percentage of the net profit of the goods manufactured and sold by the Licensee under the Licence Agreement to be paid annually. The Licensee shall also take over 9 of the existing retail shops in Hong Kong operated by the Group and acquire its existing inventories to the intent that the Licensee shall continue with the existing retail business in Hong Kong.

According to the Company's 2010 annual report, for the two years ended 31 December 2010 and 31 December 2009, the turnover of the retail fashioning business was approximately HK$124.3 million and HK$97.5 million, respectively. The loss of the retail fashioning business segment recorded for the two years ended 31 December 2010 and 31 December 2009 was approximately HK$11.1 million and HK$20.3 million, respectively. The Board anticipates its retail business will be subject to severe

* *For identification purpose only*

competition and difficult operating environment with the introduction of minimum wages and the substantial increase of the rental of the shops operated by the Group. The Board considers appointing a sole licensee to take over the Group's retail business to be a reasonable and sensible measure in reducing the Group's exposure to the risks facing its operation in retail shops.

By Order of the Board
Goldpoly New Energy Holdings Limited
Lam Ho Fai
Executive Director

Hong Kong, 13 July 2011

As at the date hereof, the executive Directors of the Company are Mr. Lam Ho Fai, Ms. Lin Xia Yang, Mr. Yiu Ka So, the non-executive Director of the Company is Academician Yao Jiannian, Mr. Chiang Chao-Juei, and the independent non-executive Directors of the Company are Mr. Kwan Kai Cheong, Mr. Ching Kwok Ho, Samuel, Mr. Ip Shu Kwan, Stephen and Mr. Yen Yuen Ho, Tony.