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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)

OVERSEAS REGULATORY ANNOUNCEMENT

This announcement is made by New Focus Auto Tech Holdings Limited (the “Company”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

Please refer to the attached announcement of the Company which was released on 23 July 2013 on the website of the Taiwan Stock Exchange Corporation pursuant to the rules of the Taiwan Stock Exchange Corporation.

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

Hong Kong, 23 July 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.

** For identification purposes only*



New Focus Auto Tech Holdings Limited

CEO Raymond Chang



July 2013

FOR PRESS CONFERENCE ONLY



Snapshot of NFA



Overview of NFA Group

We are a leading car after-sales service provider in Greater China with around 90 stores. We provide automobile maintenance, car wash, professional detailing, modifications, body repair services, and the sales of auto accessory products. In addition to the car after-sales services, we also manufacture & distribute various environmental-friendly auto electronics and power-related parts and accessories mainly in North America and European markets.

Retail Services

- Around 90 retail service chain stores in Greater China
 - Stand-alone stores providing full range of after-sales services
 - All stores are located in tier-one cities (Beijing, Shanghai, Shenzhen, Jinan, Changchun & Taiwan)
 - Formed partnership with RT-Mart; service stores opening in RT-Mart parking lots in China
 - Partnership with Michelin on lifestyle products in China and with Castrol

Manufacturing

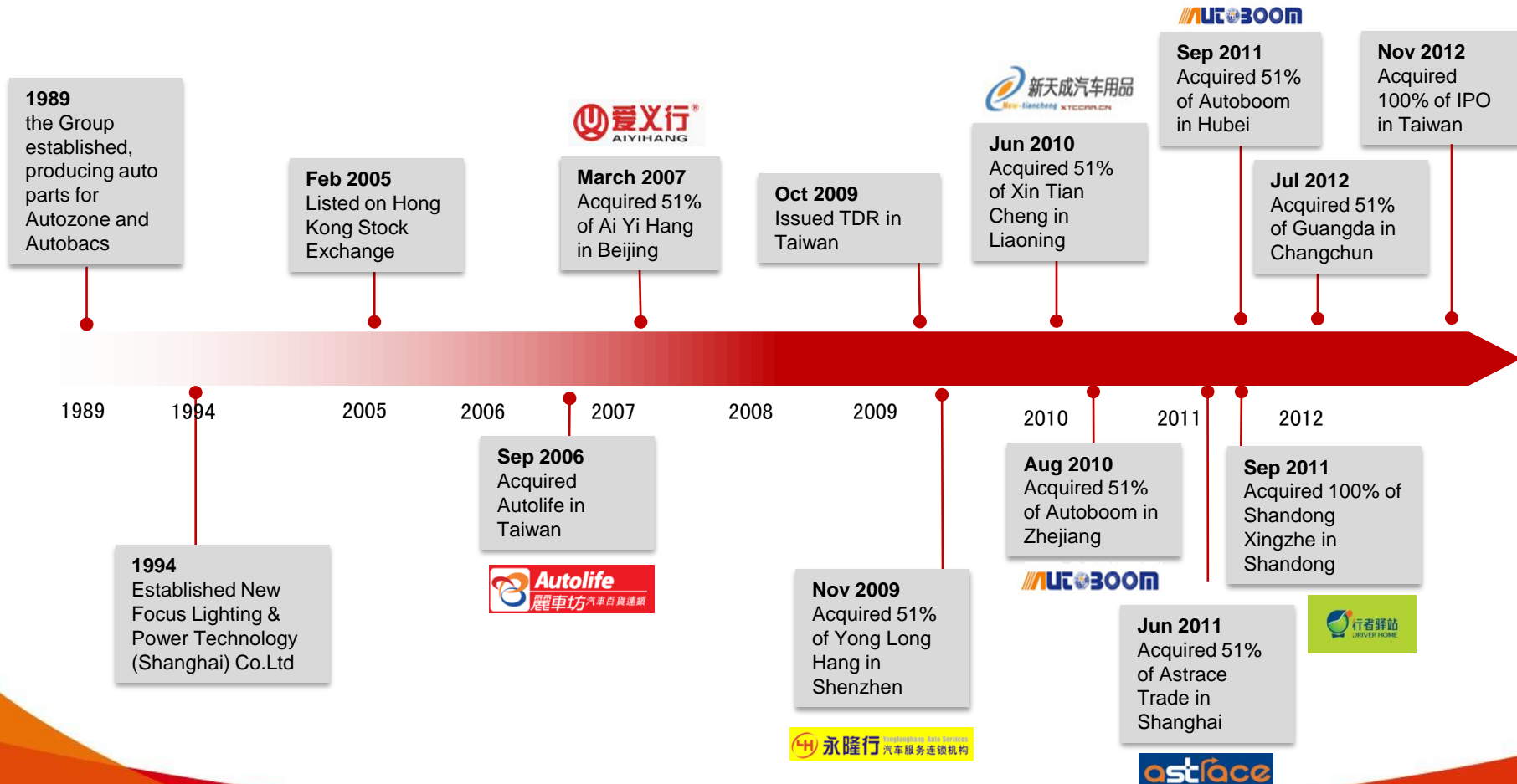
- Focus on automotive electronics and power related parts & accessories
- Export accounts for over 80% of its sales, key customers are Canadian Tires, Costco, Autozone and Walmart in North America
- New General Manager appointed in Jun 2012 to further improve its business

Wholesale

- Operations across several key provinces in China
- Composed of 4 major subsidiaries:
 - Hubei Autoboom
 - Zhejiang Autoboom
 - Liaoning Xintiancheng
 - Shanghai Astrace
- Key customers include 4S stores, small-sized chain stores, and mom & pop stores

Snapshot of NFA: Key developments and milestones

*Successful Transformation from Export Manufacturing to Service Play
Focusing on Great China Market Key*



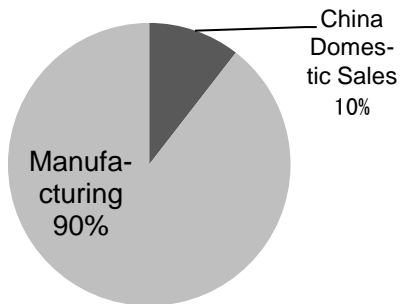
Successful Transformation from Export Manufacturing to Service Play Focusing on Greater China Market

Service business shows strong contribution to the Group's P&L

Sales Breakdown 2006 vs.2012

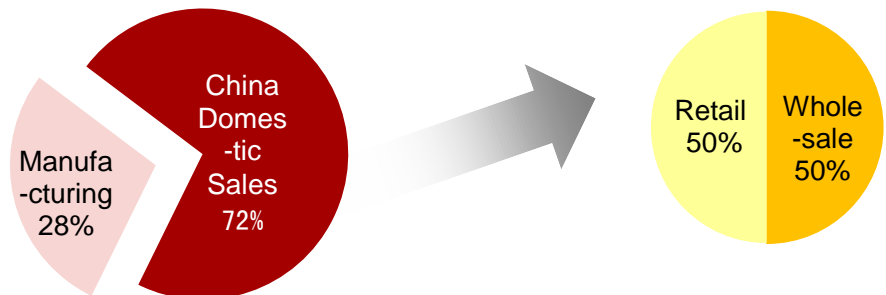
2006

Total sales = RMB533.3 million



2012

Total sales = RMB1,397.9 million



- Going forward, we will maintain/selectively expand its manufacturing business and keep its position as one of the key players in the segment
- It is our intention to increase focus on the business development and expansion of the auto service market

Core Competences of NFA



1

Favorable Industry Outlook: China Market
Fast growth and low penetration in China Auto Market

2

Market Leader with Extensive Distribution Network: The largest automobile after-sale services provider in Greater China Region

3

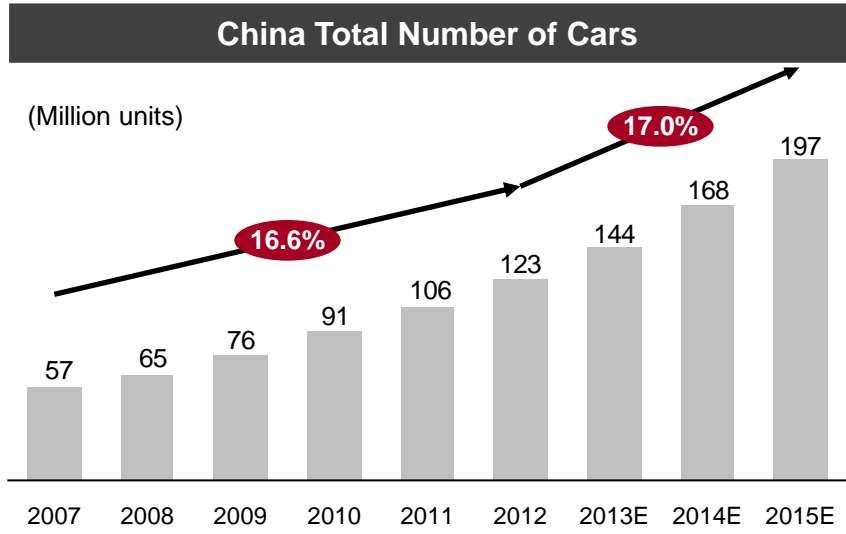
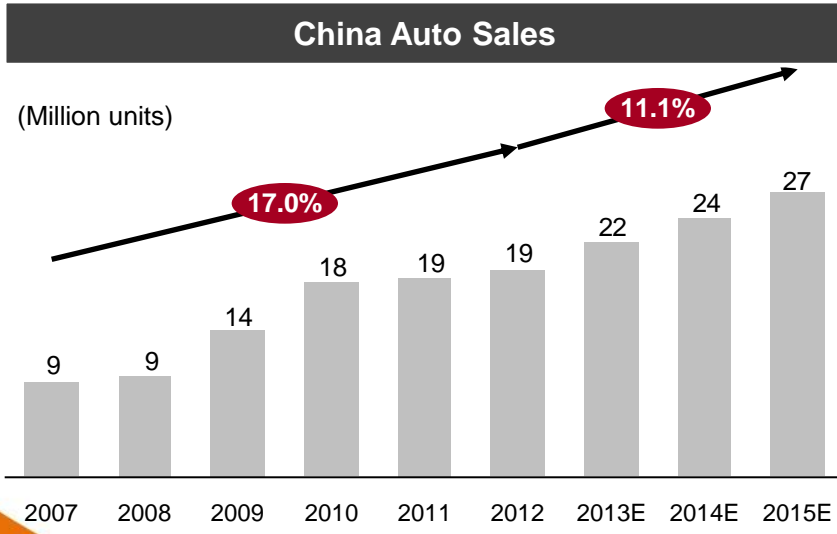
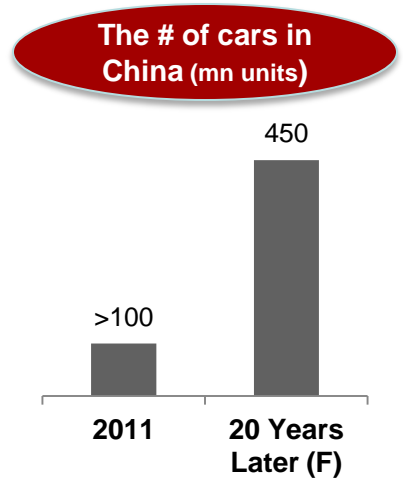
One-Stop chain stores to provide domestic customers quality service: Extensive retail service stores to provide convenient and high quality services



1 Favorable Industry Outlook: China Market

Fast growth and low penetration in China Auto Market

- China's new auto sales: 17% CAGR (2007-2012)
 - China's new auto sales: expected to grow at a CAGR of 9.4% in the 12th Five-Year-Plan and to reach 27mn units in 2015
- Low auto penetration ratio in China
 - The # of cars to population ratio is only 8% in China (vs. 90% in US and 63% in Japan)
 - China's penetration gap compared with developed countries: expected to narrow due to increasing per-capita GDP



Source: State Information Center, NBS, CAAM, Ivory Capital Analysis

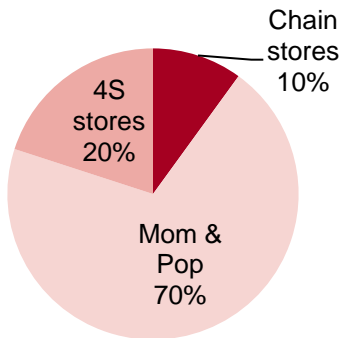


1 Favorable Industry Outlook (con't)

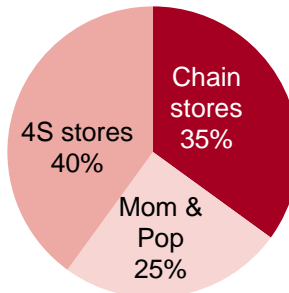
After-sales market demonstrates significant potential

Auto After-Sales Market Share Comparison: China, Taiwan and US

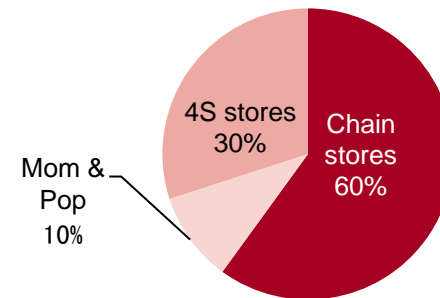
China



Taiwan



USA



China and Taiwan

- In China, the brand recognition of the one-stop chain stores is not yet established:
- 4S stores: most market shares are captured by 4S stores – asking for high cost, providing quality services but requesting longer waiting time
- Random Mom & Pop stores: relatively low-end, non-standardized services
- Chain stores (only capture 10% of the current market share) is expected to grow rapidly in an increasingly matured auto after-sales market

Most developed countries

- More matured auto after-sales market: large sized, one-stop chain stores are the market leaders – providing cost efficiency, brand value and standardized services
- Chain stores captured ~60% market share, and Mom & Pop stores get 10%

Source: NBS, CAAM, Ivory Capital Analysis

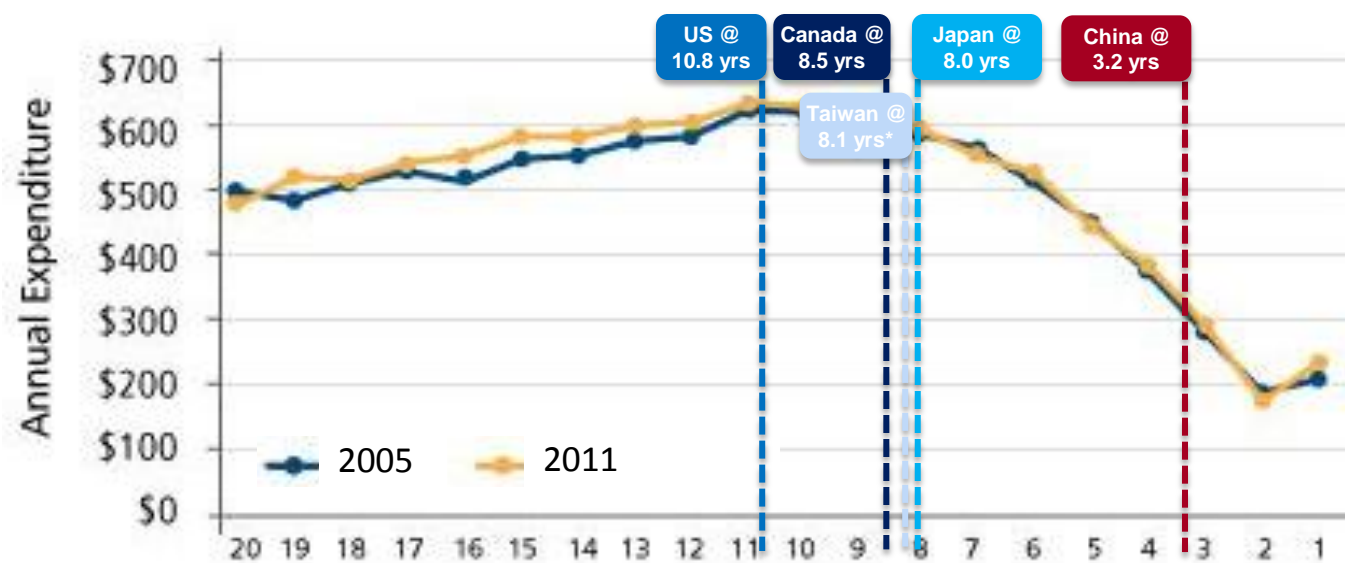


NEW FOCUS AUTO

1 Favorable Industry Outlook (con't)

Consumer & shoppers: Consumer's mindset

Annual Expenditures and Average Age of Automobiles in Selected Countries



In US, Spending curve peaks at \$633 for an 11 year old vehicle...

Vehicle age continues to go up: the tipping point is coming

- The aging of passenger vehicles in China is expected to contribute further to the growth of the after-sales market because the frequency and overall cost of repair and maintenance generally increases with vehicle age
- Average vehicle age (as of 2011): US @ 10.8 years, Canada @ 8.5 years, Taiwan @ 8.1 years, Japan @ 8.0 year and China @ 3.2 years

Source: NPD Car Care Trac Consumer Research December 2010 / NPD Data Center March 2012 and newsrun
 Note*: As of July 2012



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One-Stop chain stores to provide domestic customers quality service: Extensive retail service stores to provide convenient and high quality services



2 Market Leader with Extensive Distribution Network: Distribution & Store Location

Number of B2C store (as of end of June 2013)

Region	# of stores
East China	16
Shanghai New Focus (One-Stop)	3
Shanghai New Focus (Rt-Mart)	13
Taiwan	22
Taiwan New Focus	19
IPO	3
South China	8
Shenzhen New Focus	8
North China	26
Aiyihang(Beijing)	16
Aiyihang(Jinan)	10
Northeast	16
Guangda	16
Total	88

Number of B2B store (as of end of June 2013)

Subsidiary	# of stores
Zhejiang Autoboom	5
Xintiancheng	7
Astrace	1
Hubei Autoboom	3
Total	16



● Retail Service

● Wholesale

2 Market Leader with Extensive Distribution Network(con't)

We are undoubtedly the largest player in China & Taiwan market

Competition

American Players: All Left China & Taiwan Market



Japanese Players:

 (Currently owns: 6 stores in China)

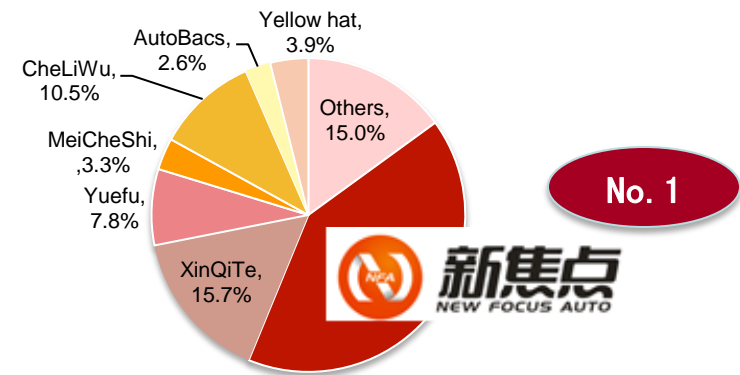
 (Currently owns: 4 stores in China)

Other Players

Millions of Mom & Pop stores

Source: NFA forecast

One-Stop Service Market Breakdown by # of stores in China and Taiwan (as of Sep. 2012)



China Market	NFA	Other Local Players
One-stop service	88 stores in Beijing, Shanghai, Jinan, Shenzhen, and Taiwan	<ul style="list-style-type: none"> XinQiTe: 24 stores in Fujian, Jiangsu and Zhejiang YueFu: 12 stores in Beijing MeiCheShi: 5 stores in Shanghai CheLiWu 16 stores in Taiwan Hundreds and thousands of Mom & Pop stores
Wholesale	16 stores in Zhejiang, Jiangsu, Anhui, Hubei, Liaoning, Jiangxi, Jilin, Harbin, Jinzhou	Hundreds of smaller regional competitors



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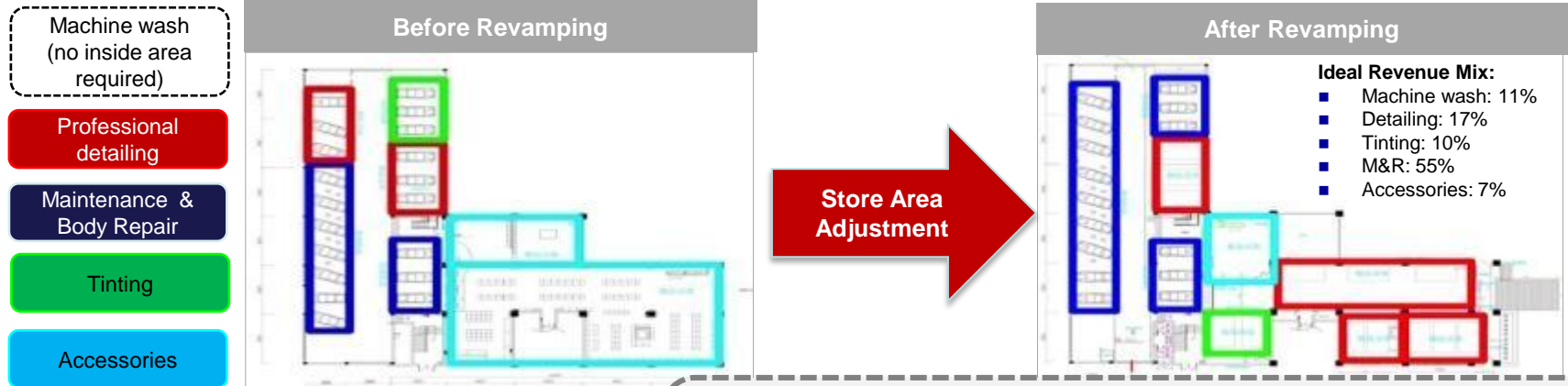
One-Stop chain stores to provide domestic customers quality service: Extensive retail service stores to provide convenient and high quality services



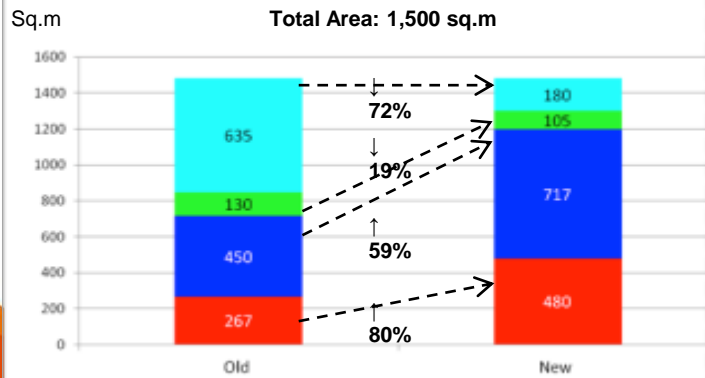
3 One-Stop chain stores to provide domestic customers quality service

New store format proven to yield more traffic and financial benefits

Store Revamping: Old Store vs. New Store Layouts



Segment Area Alteration



Renovated layout of Wuzhong Store in Shanghai

3 One-Stop chain stores to provide domestic customers quality service (con't)

Extensive retail service stores to provide convenient and high quality services



After renovation:
360 cars/day

Machine and
Hand Wash

Professional
Detailing

Modification

Maintenance
and Body Repair

Accessories

Daily Customers Number	215 cars (60%)	28 cars (8%)	8 cars (2%)	72 cars (20%)	36 cars (10%)
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Renovated layout of Wuzhong Store in Shanghai



2013 – 2015 Strategic Visions



2013 – 2015 Strategic Visions

New Focus Auto, the market leader and pioneer

Leading
market position & path
to great profitability

(300 chain stores
by 2015)



Fully integrated service
chain under one brand,
one management and
one system:



“Same store format,
look & feel”

Superior financial
performance with
strong emphasis on
bottom-line earnings
and cash flow



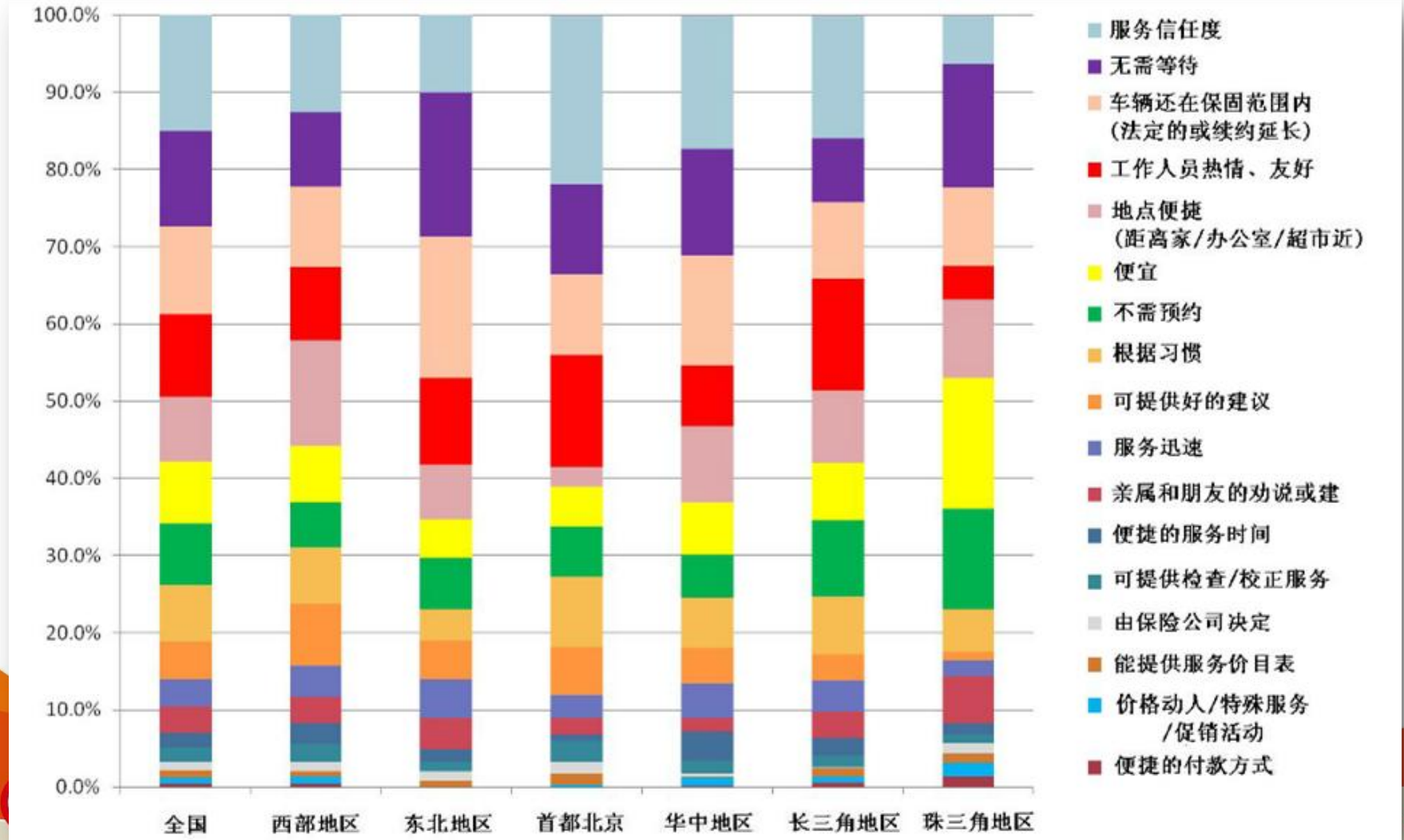
How to seize huge marketing

Five major points



1 Excellent quality of service

Most important facts to the customers: reliable services, waiting time & service attitude



2 Become the trusted brand by customers



Integrated service chain: Same brand, management & system



Market Leader with Extensive Distribution Network: Chain retail system with the highest market share



Portray brand leadership + Exclusive partnership: Create brand synergy with leading industry brands



Mobil® 美孚®



- Partner with Mobil to launch state-of-art “Signature Oil Change” program, which will be offered in all NFA retail service chain network, and it will become the “focus service” of NFA maintenance & repair services.
- Automatic equipment to ensure the quality and efficiency of services, and providing customers the fastest and the most price competitive service

From July, 2013

3

Differentiated products and the unique selling point

Create new detailing team and develop high-end SPA services

Technology Improvements

- Proprietary car detailing chemical solutions
- Currently wholesaling products to Malaysia, HK, Japan, Indonesia, Australia and US
- Sole distribution agents of:
 - ✓ American polish brand “Fire Glaze” in Greater China and Malaysia
 - ✓ German brand “AR MARKETING GROUP”
- Established car beauty center and car care system with 26 franchise stores in Taiwan & 9 in China (directly operating 3 wash and detailing stores in Taipei, Taiwan)



Add Professional Detailing Services in Taiwan

Benefits:

- Expand service scope
- Higher gross profit
- Image enhancement, especially among high-end customers
- Improve overall financial and operational performances of stores



4 Strong channel management and marketing support

Perfect internal management system

Maintain customer data on a timely basis

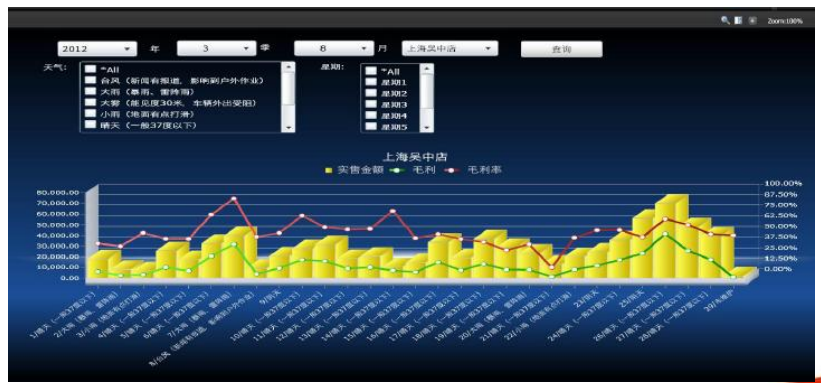
Full-scope data base to provide detailed store performance for further analysis



- Step 1:** Capture the car plate number
- Step 2:** Customer profile build-up, automobile check-up status and customer shopping preference
- Step 3:** Keep the record to support future up-sales and to conduct detailed analysis



Machine Wash Complete



5 Sufficient funds and financial strength



Listed on Hong Kong Stock Exchange in 2005
Issued TDR in Taiwan in 2009
Only listed company focus on auto after market services in Great China



Disclaimer

This presentation contains certain forward-looking statements which include, but not limited to, the following:

- Statements of plans or objectives for future operations or of future competitive position;
- Expectations of future economic performance; and
- Statements of assumptions underlying several of the foregoing types of statements.

Also words such as “anticipate”, “believe”, “estimate”, “intend”, “may”, “will”, “expect”, “plan”, “project” “should” and similar expressions are intended to identify forward-looking statements. The forward-looking statements reflect the judgment of the management of New Focus Auto Tech Holdings (“New Focus Auto” or “NFA”, together with its subsidiaries, “NFA Group”) based on factors currently known to it. No assurances can be given that these forward-looking statements will prove accurate and correct, or that anticipated, projected future results will be achieved. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Such risks and uncertainties include, but are not limited to, changes in general economic and social environment, business, political and legal conditions, fluctuating currency exchange rates and interest rates, price and sales risks associated with a market environment subject to competition, changes in the price and availability of supplies, actions by competitors, application of new or changed accounting standards or other government agency regulations, changes in, or the failure to comply with, laws or regulations, changing governmental policies and regulatory actions with respect to the acquisition, disposal, depreciation and amortization of assets and facilities, operation of plant facilities, disruption or interruption due to accidents or other unforeseen events, the inability to obtain or to obtain on acceptable terms and necessary regulatory approvals regarding future transactions, the inability to integrate successfully new companies within the NFA Group to realize synergies from such integration and finally potential liability for remedial actions under existing or future regulations and potential liability resulting from pending or future litigation. Any forward-looking statement speaks only as of the date on which it is made. New Focus Auto neither intends to nor assumes any obligation to update these forward-looking statements. For additional information, investors are referred to New Focus Auto’s latest annual report and to other filings with the Stock Exchange of Hong Kong Limited and to all additional information published on New Focus Auto's Internet Web site.