

Prince Frog International Holdings Limited

青蛙王子國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock Code / 股份代號: 1259)

NOTIFICATION LETTER 通知信函

14 September 2012

Dear Registered Holder,

**Prince Frog International Holdings Limited (the “Company”)
– Notice of Publication of 2012 Interim Report (“Current Corporate Communication”)**

The Current Corporate Communication of the Company (both English and Chinese versions) is available on the Company’s website at www.princefrog.com.cn and the website of Hong Kong Exchanges and Clearing Limited (“HKEx”) at www.hkexnews.hk (“Website Version”). You may access the Current Corporate Communication by clicking “Financial Reports” under “Investor Relations” section on the home page of the Company’s website.

Shareholders who have chosen (or are deemed to have agreed) to receive the Company’s Current Corporate Communication by reading the Website Version instead of receiving printed copies, if for any reason have difficulty in receiving or gaining access to such Website Version, the Company will, upon your request in writing, promptly send the printed version(s) of the Current Corporate Communication to you free of charge.

If you want to (i) receive printed version(s) of the Current Corporate Communication; and/or (ii) change your choice of language or means of receiving all future Corporate Communication^(Note), please complete the Change Request Form printed on the reverse side of this letter and sign and return it by using the pre-paid postage mailing label at the bottom of the Change Request Form (need not affix a stamp when returning, if posted in Hong Kong) to the Company’s Branch Share Registrar, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong. Alternatively, you may send an email with a scanned copy of the completed Change Request Form to prince.ecom@computershare.com.hk. The Change Request Form may also be downloaded from the Company’s website at www.princefrog.com.cn or the HKEx’s website at www.hkexnews.hk.

You are entitled at any time to change your means of receipt and/or choice of language of all future Corporate Communication of the Company by reasonable prior notice in writing to the Company’s Branch Share Registrar, Computershare Hong Kong Investor Services Limited at the abovementioned address. You may also send such notice by email to prince.ecom@computershare.com.hk.

Should you have any queries relating to the above, please contact the Company’s Branch Share Registrar at (852) 2862 8688 during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

By order of the Board
Prince Frog International Holdings Limited
Mr. Li Zhenhui
Chairman

Note: Corporate Communication refers to any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) the directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

各位登記持有人：

**青蛙王子國際控股有限公司（「本公司」）
– 2012 年中期報告（「本次公司通訊文件」）之發佈通知**

本公司之本次公司通訊文件（英文及中文版）已於本公司網站 www.princefrog.com.cn 及香港交易及結算所有限公司（「香港交易所」）網站 www.hkexnews.hk 登載（「網上版本」）。閣下可在本公司網站主頁的「投資者關係」項下按「財務報告」閱覽本次公司通訊文件。

凡已選擇（或被視為已同意）收取本次公司通訊文件的網上版本以代替收取印刷本之股東，如因任何理由以致在收取或接收該網上版本出現困難，本公司將應 閣下書面要求盡快向 閣下免費寄發本次公司通訊文件的印刷本。

如 閣下欲 (i) 索取本次公司通訊文件的印刷本；及/或 (ii) 更改有關日後收取所有公司通訊文件^(附註)的語言版本或收取方式的選擇，請填妥本函背面的變更申請表，並於簽署後使用變更申請表下方的已預付郵費郵寄標籤寄回（如在香港投寄，毋須貼上郵票）本公司股份過戶登記分處，香港中央證券登記有限公司，地址為香港灣仔皇后大道東 183 號合和中心 17M 樓，或將已填妥的變更申請表的掃描本電郵至 prince.ecom@computershare.com.hk。變更申請表亦可於本公司網站 www.princefrog.com.cn 或香港交易所網站 www.hkexnews.hk 下載。

閣下有權隨時給合理時間的書面通知予本公司股份過戶登記分處，香港中央證券登記有限公司，至以上所述之地址，以更改 閣下對本公司日後所有公司通訊文件的收取方式及/或語言版本的選擇。閣下亦可發送電郵至 prince.ecom@computershare.com.hk 作出上述通知。

如 閣下於此函件的事項有任何疑問，請於辦公時段內（星期一至星期五上午九時正至下午六時正，香港公眾假期除外）致電本公司的股份過戶登記分處服務查詢，熱線號碼為(852) 2862 8688。

承董事會命
青蛙王子國際控股有限公司
主席
李振輝先生

二零一二年九月十四日

附註：公司通訊文件包括本公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件，其中包括但不限於：(a)董事會報告、年度財務報表連同核數師報告及如適用，財務摘要報告；(b)中期報告及如適用，中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)代理人委任表格。

PFII-14092012-1(0)

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(Stock Code / 股份代號: 1259)

Change Request Form 變更申請表

To: Prince Frog International Holdings Limited (the "Company")
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre,
183 Queen's Road East, Wanchai, Hong Kong

致: 青蛙王子國際控股有限公司 (「本公司」)
經 香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

Part A To receive printed version of Current Corporate Communication

甲部 收取本次公司通訊文件的印刷本

I/We would like to receive the Current Corporate Communication of the Company as indicated below:

本人/我們希望以下列方式收取 貴公司之本次公司通訊文件:

(Please tick the box below)

(請在以下空格內劃上「✓」號)

- to receive both printed English and Chinese versions.
同時收取英文及中文印刷本一份。

Part B To change the choice of language and/or means of receipt of all future Corporate Communications

乙部 更改日後收取所有公司通訊文件的語言版本及/或收取方式

I/We would like to receive all future Corporate Communications of the Company in the manner as indicated below:

本人/我們希望以下列方式收取 貴公司日後之所有公司通訊文件:

(Please tick ONLY ONE of the following boxes)

(請從下列選擇中, 僅在其中一個空格內劃上「✓」號)

- to read the Website Version of Corporate Communications and receive a printed notification of the publication of the Website Version in place of receiving printed copies; OR
瀏覽公司通訊文件網上版本以代替印刷本, 並收取網上版本已刊發的通知信印刷本; 或
- to receive both printed English and Chinese versions of Corporate Communications.
同時收取公司通訊文件之英文及中文印刷本一份。

Signature:

簽名 _____

Contact telephone number:

聯絡電話號碼 _____

Date:

日期 _____

Notes 附註:

- Corporate Communication refers to any document(s) issued or to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
公司通訊文件包括本公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件, 其中包括但不限於: (a)董事會報告、年度財務報表連同核數師報告及如適用, 財務摘要報告; (b)中期報告及如適用, 中期摘要報告; (c)會議通告; (d)上市文件; (e)通函; 及(f)代理人委任表格。
- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign this Change Request Form in order to be valid.
如屬聯名股東, 則本變更申請表須由該名於本公司股東名冊上就聯名持有股份其姓名位列首位的股東簽署, 方為有效。
- If Part A or Part B has more than one box marked (✓), no box marked (✓), no signature or any other errors during completion, this Change Request Form will be void.
如在甲部或乙部作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確, 則本表格將會作廢。
- For the avoidance of doubt, we do not accept any additional instructions on this Change Request Form.
為免存疑, 任何在本變更申請表上的額外指示, 本公司將不予處理。

郵寄標籤 MAILING LABEL

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong

閣下寄回此變更申請表時, 請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope to return this Change Request Form to us.

No postage stamp necessary if posted in Hong Kong.

PFH-14092012-1(0)