

XINHUA MOBILE LIMITED CONVERTED ALL OF ITS CONVERTIBLE DEBENTURES OF GINSMS INC. INTO COMMON SHARES

Cayman Islands - September 25, 2015 – Xinhua Mobile Limited (“XMobile”), a wholly-owned subsidiary of Xinhua Holdings Limited (“Xinhua”), a company which securities are listed on the Tokyo Stock Exchange and whose Chief Executive Officer is Mr. Lian Yih Hann announces that it has converted all of its convertible debentures of GINSMS (the “Convertible Debentures”) having an aggregate principal amount of C\$6,255,484 into 62,554,840 common shares (the “Common Shares”) at the conversion price of C\$0.10 per common share (the “Transaction”).

Immediately after the Transaction, XMobile, together with its current ownership of 28,123,320 common shares representing 54.57% of all issued and outstanding shares of GINSMS, will own 90,678,160 common shares of GINSMS, representing 63.58% of all issued and outstanding common shares of GINSMS.

XMobile acquired the Convertible Debentures pursuant to a private agreement entered with One Heart International Limited. The conversion of the Convertible Debentures into Common Shares required no prospectus exemption.

For further information:

Lian Yih Hann
Tel: 852-3196 3977
Xinhua Holdings Limited
Xinhua Mobile Limited
Cricket Square, Hutchins Drive
P.O. Box 2681
Grand Cayman, KY1-1111
Cayman Islands