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**CEMENT GIANTS ALLIANCE IS INEVITABLE
ASIA CEMENT AND CONCH JOIN HANDS TO CREATE BUSINESS OPPORTUNITIES
FORMIDABLE PARTNERSHIP TO COMPLEMENT EACH OTHER**

Asia Cement Corporation (“Asia Cement”) and Asia Cement (China) Holdings Corporation (“Asia Cement (China)”, stock code: 00743) today signed strategic partnership agreements (“Agreements”) with China Anhui Conch Group Company Limited (“Anhui Conch Group”) and China Conch Venture Holdings Limited (“Conch Venture”, stock code: 00586). Pursuant to the Agreements, they will cooperate extensively on the relevant areas of information sharing, production technology, operational management, market development, logistics and transportation, environmental protection and energy saving, new product development and internationalization. Furthermore, with their unique competitiveness, they will complement each other to actively grasp opportunities arising from the Mainland China, Taiwan, Hong Kong, Macau and the global cement markets, in order to achieve a win-win situation. The Agreements signify alliance between cement giants is inevitable in the industry, especially in Mainland China where the cement market suffers from severe overcapacity, while environmental protection and energy saving become a norm. These two market leaders intend to use their unique competitive edge in environmental protection and energy saving to help and complement each other, through forming a formidable partnership to face new cement market situations at home and abroad, and this will have a positive implication.

Pursuant to the Agreements, the contracting parties will first strengthen exchange in environmental protection and energy-saving technology. Asia Cement and Asia Cement (China) are of the view that Conch Venture has a comparatively advanced technology and extensive experience in using cement kilns to facilitate the treatment of waste such as urban waste and sludge, which can be applied in Asia Cement (China)’s waste reduction work in future in large cities such as Wuhan and Chengdu; with regard to residual heat power generation and energy saving projects, since Asia Cement has been using Japan’s JFE equipment and technology with an extremely high operational efficiency and relatively convenient maintenance, they could be compared with Anhui Conch Group’s residual heat electricity generation units built at relatively low costs and provide learning opportunities. All parties unanimously agree that this alliance will unite their respective strengths to capture the enormous opportunities embedded in the cement market in the aspect of energy saving, urban and rural waste reduction and low carbon emission.

Asia Cement has a longer history and early entry into the international market. Anhui Conch Group, on the other hand, has been experiencing rapid growth in the past two decades. As such, each of Asia Cement and Anhui Conch Group enjoys a leading position in terms of international market operation and domestic cement market development. Both parties will leverage this strategic partnership to benefit from the other other’s relevant experience, information and knowledge, to strengthen their business development in and penetration of the international and domestic cement markets.

The strategic partnership between these two giant cement groups will, as agreements entered into between other big cement groups at home and abroad, facilitate the healthy development of the overall cement industry.

“We are very pleased to form an alliance with Anhui Conch Group, a forerunner of global cement market, an industry titan, and the pioneer of energy-saving cement technology in China. Far Eastern Group and Asia Cement will uphold the principle of achieving win-win success of mutual benefits, and earnestly cooperate with Anhui Conch Group, to jointly establish a platform for sharing resources and complementing each other. We believe the partnership will have a positive impact on facilitating consolidation of regional cement markets in China and Taiwan. As to the future business development of both companies and the group, the partnership carries a deeper meaning for opening a wider international market,” said Mr. Hsu Shu-tong, Chairman of Far Eastern Group and Asia Cement.

Mr. Guo Wensan, Chairman of Anhui Conch Group and Anhui Conch Cement Company Limited (“Conch Cement”, stock code: 00914.HK, 600585.SH), said: “This agreement will enable all parties involved to further enhance their operational efficiency and further consolidate the relationship of the two giant groups through sharing production technology, energy-saving technology and supply chain management. Anhui Conch Group is actively executing its international business development strategy. We believe that our partnership with Far Eastern Group and Asia Cement will achieve mutual benefits, and help facilitate the group's internationalization process.”

Mr. Guo Jingbin, Chairman of Conch Venture, remarked: “Cement prices are climbing gradually from the bottom since the beginning of the year. In addition, elimination of obsolete capacity in the industry continues, while the government strictly controls new capacity and raises the threshold of energy saving of cement companies. It is expected that cement supply and demand will soon reach a balance. According to Document No. 41 issued by the State Council, the cement industry will give full play to its waste reduction role in terms of waste treatment. Conch Venture has a competitive edge in environmental protection solutions such as waste treatment, residual heat power generation, which can be manifested in Asia Cement, a model cement company for environmental protection. Our strategic alliance will be beneficial to all the parties concerned in seizing vast business opportunities in the cement market in future.”

Mr. K. Y. Lee, President of Asia Cement, Mr. Ji Qinying, General Manager of Conch Venture, Dr. Wu Chung-lih, the Chief Executive Officer of Asia Cement (China), and Mr. Ren Yong, General Manager of Anhui Conch Group represent both parties to sign the strategic partnership agreements. Mr. Hsu Shu-tong, Chairman of Far Eastern Group and Asia Cement, Mr. Guo Wensan, Chairman of Anhui Conch Group and Conch Cement, Mr. Peter Hsu, Vice Chairman of Asia Cement, Mr. Guo Jingbin, Chairman of Conch Venture, Mr. Lin Seng-chang, Deputy Chief Executive Officer of Asia Cement (China), Ms. Zhang Mingjing, Executive Director of Conch Cement, Ms. Doris Wu, Chief Financial Officer of Asia Cement, and Mr. Shu Mao, Company Secretary of Conch Venture, were present to witness the signing ceremony of the strategic partnership.

In accordance with the Agreements, the details of the partnership between Asia Cement and Anhui Conch Group include the exchange of ideas and information on cement related products and new building materials production technology, as well as energy consumption technology, mine reclamation, combined resources utilisation, and carbon dioxide control. Asia Cement and Anhui Conch Group will utilise their respective strengths to provide products and services to the other, including procurement and sale services such as assistance in obtaining quality coal, clinker, cement, aggregates and gravel at competitive prices. Pursuant to the Agreements, Anhui Conch Group will use its competitive edge in the production of complete sets of equipment and energy-saving equipment, to provide equipment and services for the production lines, residual heat power generation facilities, waste incineration, denitration technical modification projects of companies under Asia Cement. Both parties will exchange ideas and information on their management system, risks management and personnel training for internationalisation.

About Asia Cement

Established in 1957, Asia Cement Corporation (stock code: 1102.TW) is a member company of Far Eastern Group in Taiwan. It is principally engaged in the production and sale of cement and clinker products, as well as slag powder. Asia Cement Corporation has vertically integrated its upstream and downstream businesses in Taiwan and China, ranging from production to sale, through its two cement plants and a number of ready-mixed concrete plants in Taiwan, and 30 million tonnes cement and clinker production facilities it has invested in Jiangxi, Sichuan, Hubei, Jiangsu in Mainland China. Asia Cement (China) Holdings Corporation, which is listed on The Stock Exchange of Hong Kong Limited, is a subsidiary of the company.

About Asia Cement (China)

Asia Cement (China) Holdings Corporation is one of the leading integrated cement producers in the Central Yangtze River region (which includes the provinces of Jiangxi and Hubei) and a major integrated cement producer in Sichuan Province. The company's vertical integration spans from the excavation of principal raw materials -- limestone, to production, sale and distribution of clinker and different types of cement and RMC products through a well-established road and riverway transportation network to its principal markets. The company's shares became listed on the main board of The Stock Exchange of Hong Kong Limited on 20 May 2008.

About Anhui Conch Group

Founded in 1996, China Anhui Conch Group Company Limited is one of the 120 pilot enterprises approved by the State Council, with a national-level technical research centre. The company engaged in the operation of two listed companies, namely Conch Cement and Wuhu Conch Profiles and Science Company Limited (stock code: 000619.SZ) through holding their equity interests. The company has shareholdings in Chaodong Cement, Qingsong Building Materials and Chemicals, Jidong Cement, with over 140 subsidiaries spanning across 20 provinces, cities, autonomous regions in China, as well as Indonesia. Its businesses include cement, chemical building materials, energy saving and environmental protection, international trade, new logistics and hotel and catering. It has remained on the Top 500 Chinese Enterprises list for the ninth consecutive year since 2005 and ranked 165th in 2013.

About Conch Venture

China Conch Venture Holdings Limited was listed on the main board of The Stock Exchange of Hong Kong Limited on 19 December 2013. The company is currently engaged in residual heat power generation, waste incineration, new green (energy saving) building materials, port trade businesses. The company possesses over 10 years of experience in cement residual heat power generation industry, and is the second largest provider of residual heat power generation solutions for cement producers in China with a market share of 21.0%. The company develops the world's first system to use cement kilns to facilitate the treatment of domestic waste and sludge. Such technology can effectively resolve the dioxin and heavy metal issues. Furthermore, the company also focuses on the development of new wall building materials. It will be the first company in China to use European advanced technology to produce and offer cellulose cement autoclaved (CCA) boards and wood wool cement boards (WWCB) on a large scale in China. The company also possesses and operates the Yangzhou Haichang Port, which has three berths that can accommodate cargo vessel with 50,000 tonnes of capacity.

Photo 1:



Mr. Hsu Shu-tong (left), Chairman of Far Eastern Group and Asia Cement Corporation, and Mr. Guo Wensan (right), Chairman of China Anhui Conch Group Company Limited and Anhui Conch Cement Company Limited, shook hands after the signing of the partnership agreements, marking the beginning of a strategic alliance between two cement giants.

Photo 2:



(From the left) Ms. Doris Wu, Chief Financial Officer of Asia Cement, Mr. Lin Seng-chang, Deputy Chief Executive Officer of Asia Cement (China), Dr. Wu Chung-lih, the Chief Executive Officer of Asia Cement (China), Mr. K. Y. Lee, President of Asia Cement, Mr. Peter Hsu, Vice Chairman of Asia Cement, Mr. Hsu Shu-tong, Chairman of Far Eastern Group and Asia Cement, Mr. Guo Wensan, Chairman of Anhui Conch Group and Conch Cement, Mr. Ren Yong, General Manager of Anhui Conch Group, Mr. Guo Jingbin, Chairman of Conch Venture, Mr. Ji Qinying, General Manager of Conch Venture and Ms. Zhang Mingjing, Executive Director of Conch Cement, toasted during the the signing ceremony of the strategic partnership.

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