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北京北大青鳥環宇科技股份有限公司
BEIJING BEIDA JADE BIRD UNIVERSAL SCI-TECH COMPANY LIMITED
(a joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock code: 08095)

**VOLUNTARY ANNOUNCEMENT —
FORMATION OF JOINT VENTURE COMPANY**

This announcement is made pursuant to Rule 17.10 of the GEM Listing Rules.

The Board is pleased to announce that on 25 January 2013, Chuanqi Tourism, a direct non wholly-owned subsidiary of the Company, entered into the Cooperation Agreement in relation to the formation of the Joint Venture Company in the PRC for the purpose of joint development of 長白山文化創意產業園 (Changbai Mountain Culture Creative Park[#]) located at Chibei District, Jilin Province, the PRC.

The Joint Venture Company will be owned as to 70% by Chuanqi Tourism and as to 30% by CMDC upon establishment. The registered capital of the Joint Venture Company will be RMB50 million which will be contributed as to RMB35 million by Chuanqi Tourism and as to RMB15 million by CMDC in proportion to their respective equity interests in the Joint Venture Company.

The formation of the Joint Venture Company does not constitute a notifiable transaction for the Company under Chapter 19 of the GEM Listing Rules.

Reference is made to the announcement of the Company dated 17 January 2012 in relation to the entering into of the investment framework agreement with 吉林省長白山保護開發區管理委員會 (Jilin Province Changbai Mountain Development Management Committee[#]).

The Board is pleased to announce that on 25 January 2013, Chuanqi Tourism, a direct non wholly-owned subsidiary of the Company, entered into the Cooperation Agreement in relation to the formation of the Joint Venture Company in the PRC for the purpose of joint development of 長白山文化創意產業園 (Changbai Mountain Culture Creative Park[#]) located at Chibei District, Jilin Province, the PRC.

THE COOPERATION AGREEMENT

Date

25 January 2013

Parties

1. Chuanqi Tourism, a 60% non wholly-owned subsidiary of the Company
2. CMDC

To the best of the Directors' knowledge, information and belief and having made all reasonable enquiries, CMDC and its respective associates are third parties independent of the Company and connected persons of the Company.

Establishment of the Joint Venture Company

Under the terms of the Cooperation Agreement, Chuanqi Tourism and CMDC have agreed to establish the Joint Venture Company in the PRC for the purpose of the joint development of 長白山文化創意產業園 (Changbai Mountain Culture Creative Park[#]) located at Chibei District, Jilin Province, the PRC.

Registered capital of the Joint Venture Company

The Joint Venture Company will be owned as to 70% by Chuanqi Tourism and as to 30% by CMDC upon establishment. The registered capital of the Joint Venture Company will be RMB50 million which will be contributed as to RMB35 million by Chuanqi Tourism and as to RMB15 million by CMDC in proportion to their respective equity interests in the Joint Venture Company.

Pursuant to the Cooperation Agreement, Chuanqi Tourism is required to contribute 70% of its share of the registered capital in cash, being RMB35 million, to the Joint Venture Company within five days from the date of the Cooperation Agreement. CMDC will contribute its share of the registered capital by way of injection of a parcel of land with an area of approximately 23,609 m² located at Changbai Mountain and in cash, being RMB15 million in total.

The contribution to be paid by Chuanqi Tourism for its 70% interest in the Joint Venture Company was arrived at after arm's length negotiations between the parties to the Cooperation Agreement taking into account the expected funding requirements of the Joint Venture Company.

Board of directors of the Joint Venture Company

The board of directors of the Joint Venture Company will comprise 5 directors, 3 of whom will be appointed by Chuanqi Tourism and 2 of whom will be appointed by CMDC. The Joint Venture Company will become an indirect non wholly-owned subsidiary of the Company upon its establishment.

REASONS FOR THE FORMATION OF THE JOINT VENTURE COMPANY

The Group is principally engaged in the research, development, manufacture, marketing and sale of wireless fire alarm systems and related products, development of travel and leisure business and investing holding.

Chuanqi Tourism is principally engaged in exploration and development of travel and leisure business.

CMDC is principally engaged in the development, construction, operation and management of the tourism industry of Changbai Mountain.

The Directors are of the view that the formation of the Joint Venture Company will benefit the Company by expanding its revenue base in the tourism development, which is one of the core businesses of the Group.

The terms of the Cooperation Agreement have been agreed after arm's length negotiations between the parties. The Directors are of the view that the terms of the Cooperation Agreement are on normal commercial terms and fair and reasonable and in the interests of the Shareholders as a whole.

GENERAL

The formation of the Joint Venture Company does not constitute a notifiable transaction for the Company under Chapter 19 of the GEM Listing Rules.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following respective meaning:

“Board”	the board of Directors
“Chuanqi Tourism”	傳奇旅遊投資有限公司 (Chuanqi Tourism Investment Co., Ltd. [#]), a 60% non wholly-owned subsidiary of the Company incorporated in the PRC with limited liability
“CMDC”	吉林省長白山開發建設(集團)有限責任公司 (Jilin Province Changbai Mountain Development and Construction Limited [#]), a company incorporated in the PRC with limited liability
“Company”	北京北大青鳥環宇科技股份有限公司 (Beijing Beida Jade Bird Universal Sci-Tech Company Limited), a joint stock limited company incorporated in the PRC with limited liabilities with its H Shares listed on GEM
“Cooperation Agreement”	the cooperation agreement dated 25 January 2013 entered into between Chuanqi Tourism and CMDC for the establishment of the Joint Venture Company

“Directors”	the directors of the Company
“GEM”	the Growth Enterprise Market of the Stock Exchange
“GEM Listing Rules”	the Rules Governing the Listing of Securities on GEM
“Group”	the Company and its subsidiaries
“H Share(s)”	overseas-listed foreign invested shares in the ordinary share capital of the Company, with a nominal value of RMB0.1 and subscribed for and traded in Hong Kong dollars
“Joint Venture Company”	the joint venture company to be established in the PRC pursuant to the Cooperation Agreement with a tentative name of 長白山保護開發區傳奇文化發展股份有限公司 (Changbai Mountain Protection and Development Area Chuanqi Cultural Development Company Limited [#])
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“PRC”	the People’s Republic of China, for the purpose of this announcement, excludes Hong Kong and the Macao Special Administrative Region and Taiwan
“RMB”	Renminbi, the lawful currency of the PRC
“Shareholders”	the shareholders of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“m ² ”	square metre
“%”	percent.

By order of the Board
**Beijing Beida Jade Bird Universal
Sci-Tech Company Limited**
Xu Zhendong
Chairman

Beijing, the PRC, 25 January 2013

As at the date of this announcement, Mr. Xu Zhendong, Mr. Xu Zhixiang and Mr. Zhang Wanzhong are executive Directors, Mr. Cai Weimin, Mr. Chen Zongbing and Ms. Zheng Zhong are non-executive Directors and Mr. Cai Chuanbing, Mr. Li Juncai, Mr. Shao Jiulin and Mr. Lin Yan are independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all

reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM website at “www.hkgem.com” on the “Latest Company Announcements” page for at least 7 days from the date of its posting and on the website of the Company at “www.jbu.com.cn”.

the English translation of the Chinese names or words in this announcement, where indicated, are included for information purpose only, should not be regarded as the official English translation of such Chinese names or words.