



GLOBAL DIGITAL CREATIONS HOLDINGS LIMITED

環球數碼創意控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 8271)

APPOINTMENT OF AN EXECUTIVE DIRECTOR

The Board announces that Mr. Chen Zheng has been appointed as an executive Director with effect from 15 February 2005.

Reference is made to the voluntary conditional share exchange offer by Upper Nice Assets Ltd. (the “Offeror”), a wholly-owned subsidiary of Shougang Concord Grand (Group) Limited, to acquire all the issued shares of Global Digital Creations Holdings Limited (the “Company”) and a voluntary conditional cash offer to cancel all the outstanding options of Company (other than those already owned by the Offeror and parties acting in concert with it) (the “Offers”). The Offers were declared unconditional in all respects on 14 February 2005.

The board (the “Board”) of directors (the “Directors”) of the Company hereby announces that Mr. Chen Zheng (“Mr. Chen”) has been appointed as an executive Director with effect from 15 February 2005.

Mr. Chen, aged 44, is an engineer and a senior economist. Mr. Chen holds a bachelor degree in chemical engineering and a master degree in business administration. He is an executive director of Shougang Concord Grand (Group) Limited, a company listed on the Main Board of The Stock Exchange of Hong Kong Limited. Mr. Chen has extensive experience in investing business and corporate management.

The length of service as well as the amount of emoluments of Mr. Chen has not been determined. Further announcement will be made by the Company in due course after the determination of such particulars.

As at the date of this announcement, Mr. Chen has no interest in the shares of the Company within the meaning of Part XV of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong Special Administrative Region of the People’s Republic of China). The Board is not aware of any other matters that it considers necessary to be brought to the attention of the shareholders of the Company in relations to the appointment of Mr. Chen.

The Company would like to express its warmest welcome to Mr. Chen for his joining as an executive Director.

As at the date of this announcement, the Board comprised Dr. Anthony Francis Neoh (Chairman and non-executive Director); Dr. David Deng Wei (Vice-chairman and non-executive Director); Mr. Raymond Dennis Neoh and Mr. Chen Zheng (executive Directors); Mr. Stephen Scharf (non-executive Director); Mr. Gordon Kwong Che Keung, Professor Japhet Sebastian Law and Mr. Paul Kwan Yuen Chiu (independent non-executive Directors).

By Order of the Board
Global Digital Creations Holdings Limited
Amelia Mak Lai Yu
Company Secretary

Hong Kong, 15 February 2005

* *For identification purposes only*

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited 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 is not misleading; there are no other matters the omission of which would make any statement in this announcement misleading; and all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

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 day of its posting and at the Company’s website www.gdc-world.com.