



4 SEPTEMBER 2014

ASX ANNOUNCEMENT

CODE: SLE

APPOINTMENT AND RESIGNATION OF DIRECTORS AND RECEIPT OF PROCEEDS FROM TRANCHE 1 OF CONVERTIBLE BOND

Further to the ASX announcement on 21 August 2014, Sino Excel Energy Limited (ASX:SLE) wishes to advise that it has today received from Silver Mind Investment Limited and Precious Area Investment Limited (**Bondholders**) an aggregate of \$2,000,000, being the total amount of the Tranche 1 Subscription Price payable by the Bondholders for the issue of the two unsecured convertible bonds (**Tranche 1 Convertible Bonds**), in accordance with the terms of the Convertible Bond Deed dated 21 August 2014, further details of which was provided by the company in its announcement of that date.

The Company also wishes to announce the appointment, with immediate effect, of the following Directors:

Ms Jia Ping Meng holds a doctor's degree in Laws from Jilin University, and holds titles as Vice-president of China Unite Chamber of Commerce, Vice-president of Jilin University Alumni Association and Secretary General of Ecological China Working Committee.

Ms. Meng has had a significant business background with experience in corporate management and corporate operations. As a senior expert of China's wine industry, she has served as the president of Aohua Union International Foods (Beijing) Co., Ltd since 2006 and has successfully grown a small trading enterprise into a leading enterprise of the wine industry in China relying on her unique operations concept and a dozen years of experience in market operation in the wine industry.

Mr Geng Li holds a Master of Finance from the University of International Business and Economics, has a Bachelor's degree in engineering (business administration) from Jilin University, and is a member of the Jiusan Society. Mr. Li has been involved in financing and investment fields over ten years, obtaining significant industrial experience, and is one of the few specialists in the red wine financing industry.

He has successively held the post of general manager of the financing investment department in the head office of Neusoft Group, a listed company on the Shanghai Stock Exchange, general manager of stock rights investments department of Goldwind joint-stock company, also a listed company on both the Shenzhen Stock Exchange and the Hong Kong Stock Exchange and general manager of institution department of Galaxy Futures. Mr Li was also an analyst with the China State Information Center.

Mr Leo Peng Wei Le has more than ten years of working experience in capital markets & management. He has served two listed companies as an executive director and has been appointed by several companies as external financial advisor, to provide strategic planning, financial structuring, listing and fund raising services during the past few years.

He has been involved in a number of successful listings assisting Chinese companies being listed in Singapore, Hong Kong and Australia and has a very good network and in-depth knowledge of capital markets both on-shore and off-shore.

Mr. Peng holds a Masters Degree in Finance from the National University of Ireland, Dublin; and a Diploma in Wealth Management from Wealth Management Institute of Singapore.

Mr Michael Bin Guo is an HNW and UHNW investment consultant with unique experience and insights in risk management, property and alternative investments. Mr Guo's vision is to create and add value to investors' wealth by providing the optimal asset allocation strategy with a diversified range of investment solutions backed by an echelon of experienced investment professionals. Prior to founding VIG, Mr. Guo worked as a senior consultant and head of training for Imagine Software, a Wall Street based global leader in providing state of the art risk and portfolio management solutions. With over 5 years of experience in risk management, Mr Guo has developed a unique view of investment risk, which is the key in finding the optimal balance between risk and return in investment projects.

Mr. Guo graduated from Macquarie University with a Master Degree of Economics, his GPA 4.0 out of 4.0 had won him the Award of Vice-Chancellor's Commendation for Academic Excellence and the University Merit Certificate for Outstanding Performance. Mr. Guo has a Bachelor Degree in Finance and Marketing from the University of California. Mr. Guo has also taught undergraduate Economics and Finance at Macquarie University. Mr. Guo currently holds senior positions at a number of non-for-profit international organisations, including member of the advisory board of the International Family Office Association; vice president of the Australia China Council for Cultural

Exchange and Promotion; vice president of the Aus-Sino Council for Overseas Investment Promotion.

Mr Jiang Si Yao holds a Master of International Law from the University of Sydney, Faculty of Law. He also holds a first class honours degree in Economics from Macquarie University, Department of Economics and has a double degree Bachelor of Economics/Bachelor of Commerce–Actuarial Studies from Macquarie University.

Mr. Jiang is a legal expert, especially proficient in international law. He has expertise in wine, and is currently taking the WSET (Wine&Spirit Education Trust) Level 4 diploma exam. Mr. Jiang is a chartered FRM (Financial Risk Manager) and a CFA (Chartered Financial Analyst).

Mr. Jiang has had significant experience in banking, having worked for the Reserve Bank of Australia, investment banking with Macquarie Group Limited and commercial banking with Sumitomo Mitsui Banking Corporation in Australia.

The Company also advises that the following Directors have resigned from the Company with immediate effect:

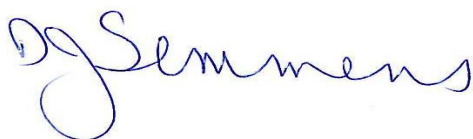
Dr. Charlie In

Mr. Rohan Boman

Ms Lucy Zhang

The remaining Directors wish to thank the above gentlemen and lady for their efforts and wish them well in their future endeavours.

We will continue to provide updates as and when required on the progress of the proposed transaction outlined in greater detail in the Company's announcement dated 21 August 2014. The company is proposing to commence a dialogue with ASX in relation to the necessary conditions and approvals required for that transaction including the conditions and approvals required for reinstating the company's securities to quotation on the ASX.



David Semmens
Company Secretary