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NORTH ASIA STRATEGIC HOLDINGS LIMITED

(北亞策略控股有限公司)*

(Formerly known as iSteelAsia Holdings Limited (亞鋼集團有限公司))*

(Incorporated in Bermuda with limited liability)

(Stock Code: 8080)

CHANGE OF COMPANY NAME

The Certificate of Registration of Change of Name of Oversea Company confirming the registration of the new Company name of “North Asia Strategic Holdings Limited” and the adoption of the Chinese name of “北亞策略控股有限公司” for identification purposes only has been issued by the Companies Registry in Hong Kong. Trading of the Company’s ordinary shares on the Stock Exchange under the new name “North Asia Strategic Holdings Limited” and the new short name of “NAS Holdings 北亞策略” will commence from 9:30 a.m. on 12th September, 2005.

Reference is made to the announcement dated 18th August, 2005 issued by North Asia Strategic Holdings Limited (formerly known as iSteelAsia Holdings Limited) (the “Company”) regarding the change of Company name.

The directors of the Company wish to announce that a Certificate of Registration of Change of Name of Oversea Company has been issued by the Companies Registry in Hong Kong confirming the registration of the new Company name of “North Asia Strategic Holdings Limited” and the adoption of the Chinese name of “北亞策略控股有限公司” for identification purposes only.

Trading of the Company’s ordinary shares on the Stock Exchange under the new name “North Asia Strategic Holdings Limited” and the new short name of “NAS Holdings 北亞策略” will commence from 9:30 a.m. on 12th September, 2005.

As at the date of this announcement, the Board comprises Mr. Göran Sture Malm (Chairman), Mr. Chow Savio Sing Nam (Chief Executive Officer), Mr. Cho Henry Kim, Mr. Andrew Cho Fai Yao and Mr. Desmond Hay Ching Fu (Executive Directors), and three independent non-executive Directors who are Mr. Philip King Huen Ma, Mr. Kenny King Ching Tam and Mr. Edgar Kwan Chi Ping.

By Order of the Board
North Asia Strategic Holdings Limited
Chow Savio Sing Nam
Executive Director and Chief Executive Officer

Hong Kong, 5th September, 2005

This announcement will remain on the “Latest Company Announcements” page of the GEM website for at least 7 days from its date of publication.

* *for identification only*