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NORTH ASIA STRATEGIC HOLDINGS LIMITED

北亞策略控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 8080)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

<p>The Board announces that Mr. Takeshi Kadota has been appointed as a non-executive director of the Company with effect from 15th September 2007.</p>
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The board of directors (the “Board”) of North Asia Strategic Holdings Limited (the “Company”) announces that Mr. Takeshi Kadota (“Mr. Kadota”) has been appointed as a non-executive director of the Company with effect from 15th September 2007.

Mr. Kadota, aged 60, has been engaged for more than 20 years in various capital market activities, including private equity investments. Mr. Kadota is currently retained to provide advisory services by Ajia Partners (Hong Kong) Limited. Prior to his retirement from Mitsubishi Corporation, Mr. Kadota acted as a senior vice president and division chief operating officer of its Financial Services Division which included private equity, real estate, M&A and venture capital. Mr. Kadota also served as president and chief executive officer of Mitsubishi Corporation Capital Ltd. Prior to this post, he served as a managing director of Mitsubishi Corporation Finance PLC, a Euro-based financial subsidiary of Mitsubishi Corporation. Mr. Kadota did not hold any directorship in any listed companies over the last three years.

Mr. Kadota is a visiting professor and lecturer in the field of business administration in the Interdisciplinary Graduate School of Science and Engineering, Tokyo Institute of Technology. He received his Bachelor degree in Laws from University of Tokyo and a Master degree in Business Administration from Stanford Graduate School of Business.

Pursuant to the letter of appointment entered into between Mr. Kadota and the Company, the term of office of Mr. Kadota is for a period of three years commencing on 15th September 2007 and is subject to retirement and re-election at the annual general meeting in accordance with the Company’s Bye-laws. Mr. Kadota is entitled to a director’s fee of HK\$192,000 per annum which was determined by the Board on the basis of his level of responsibilities and by reference to market benchmark.

Mr. Kadota currently holds directorships in certain companies controlled by Ajia Partners Inc., a substantial shareholder of the Company within the meaning of Part XV of the Securities and Futures Ordinance (the “SFO”). Save as disclosed above, Mr. Kadota does not have any relationship with any directors, senior management, management shareholders, substantial shareholders, or controlling shareholders of the Company (within the meaning of the GEM Listing Rules) nor does he have any interest (within the meaning of Part XV of the SFO) in the shares of the Company.

Save as disclosed above, the Board believes that there is no other matter concerning Mr. Kadota that needs to be brought to the attention of the shareholders of the Company nor is there any information to be disclosed pursuant to the requirements of rule 17.50(2) of the GEM Listing Rules.

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

Hong Kong, 14th September 2007

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

This announcement, for which the directors of the Company 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 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: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) 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 "Latest Company Announcements" page of the GEM website at www.hkgem.com for at least seven days from the date of its posting and on the Company's website at www.nasholdings.com.

**For identification purpose only*