

CHINA CERAMICS CO., LTD.



China Ceramics Co., Ltd.

WWW.CCERAMICS.COM

Investor Presentation
June 2015



Safe Harbor Statement

This presentation contains forward-looking statements and management may make additional forward-looking statements in response to your questions. Such written and oral disclosures are made pursuant to the Safe Harbor provision of the Private Securities Litigation Reform Act of 1995.

Although we believe our expectations expressed in such forward looking statements are reasonable, we cannot assure you that they will be realized. Investors are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the anticipated results, and therefore we refer you to a more detailed discussion of the risks and uncertainties in the Company's filings with the Securities & Exchange Commission.

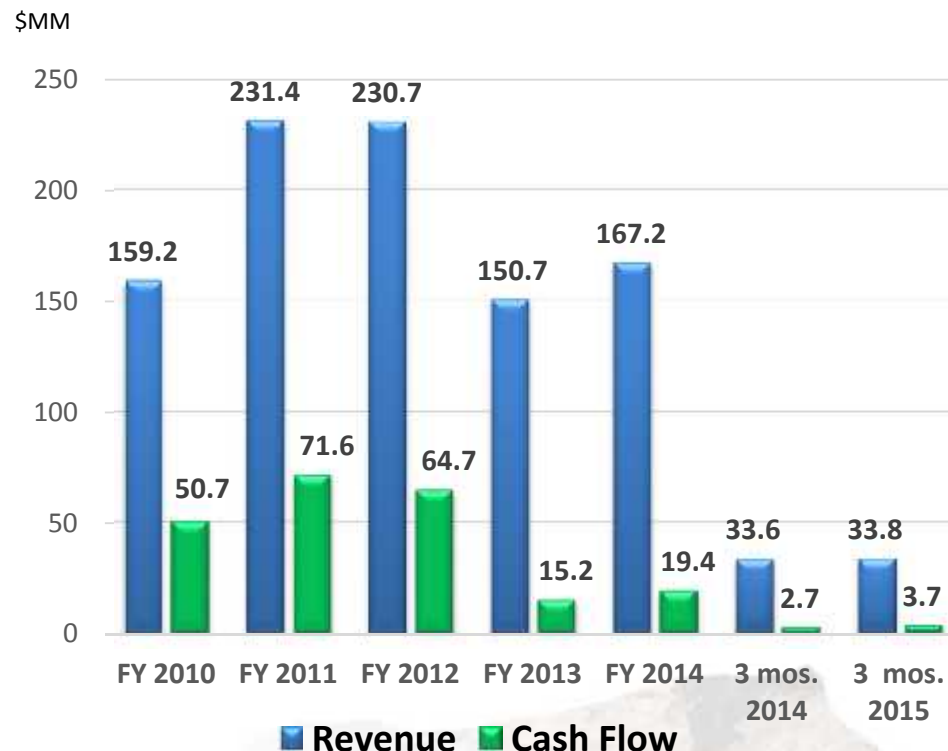
The forward-looking statements contained in this presentation are made only as of today, and China Ceramics is under no obligation to revise or update these forward-looking statements.



Company Overview

- Ceramic tile market growth correlates with the strong urbanization and construction trends in China
- Plant production capacity is 72 MSM of tiles / year, a 90% increase 2010
- Plant utilization for 1Q 2015 was 27 MSM / yr.; the ramp to 72 MSM is pending business conditions
- 1Q stable product pricing reflects our strong brand name and excellent customer relationships
- Over 2,000 tile, color and size combinations enable wide customer choice
- Founded in 1993; high brand recognition; sold under “Hengda / HD”, “Hengdeli / HDL”, “TOERTO”, “WULIQIAO”, and “Pottery Capital of Tang Dynasty” trademarks

Solid Revenue & Cash Flow Generation



(a) Cash flow = EBITDA plus add-backs of loss on disposal of PP&E in 2013 and derivatives losses in 2014.



Equity Snapshot

NasdaqGM: CCCL **FYE: Dec. 31**

Stock Price (6/8/15) **\$1.18**

Shares Outstanding **20.4 MM**

Market Capitalization **\$24.1 MM**

Debt (Mar. 31, 2015) **\$13.7 MM**

Revenue (TTM) **\$167.5 MM**

Adj. Net Income (TTM) (a) **\$ 5.6 MM**

Adj. EPS (TTM) (a) **\$0.27**

Cash per Share **\$1.59**

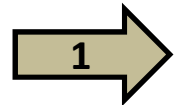
Book Value per Share **\$11.45**

Stock Yield **2.12%**

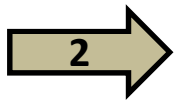
(a) Adjusted for add-back of non-operating line item expense of realized and unrealized losses on derivatives of \$9.6 MM in FYE 2014



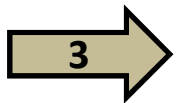
Investment Highlights



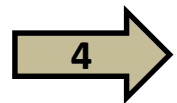
A premier, name-brand manufacturer of exterior and interior ceramic tiles



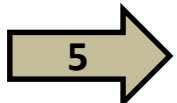
Intent upon capitalizing upon China's urbanization trend and preference for real estate ownership



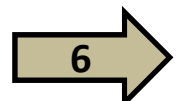
A 90% increase in annual potential plant utilization (72 MSM) since 2010 enables future capture of market share



Motivated distributors and direct company sales to large developers drive revenue



Capability to customize and create 1,000's of ceramic tile products enables competitive advantage



The government is encouraging urbanization and easing real estate constraints, a key to new project construction.



China's Macroeconomic Environment

- The Chinese economy is undergoing a structural change, transitioning from manufacturing to services and from investment to consumption
- GDP grew by 7.0% in 1Q 2014; it is expected to slow to 7.0% in 2015 from 7.4% in 2014.
- A resolution of credit growth and a deleveraging of local government debt require reforms which could potentially slow growth in the short run.
- President Xi Jinping and senior leaders are expected to enact wide-ranging structural reforms including reforms to stem corruption and spur domestic consumption.



Source: tradingeconomics.com



China's Real Estate Market Environment

- Real estate represents an estimated 15% of China's GDP and so a healthy real estate sector is important to China's growth.
- Prices of new homes rose in May as sentiment among buyers continued to improve. However, year-over-year comparisons are still negative.
- The central bank's further cut in interest rates, favorable public housing policies introduced by some local governments and new supply released by real estate developers all contributed to fuel new home transactions.
- The government has proposed purchasing unsold residential properties and converting these units into low-cost public housing as a way to reduce inventory levels.

Newly Build China Home Prices (Yr-o-Yr Change)



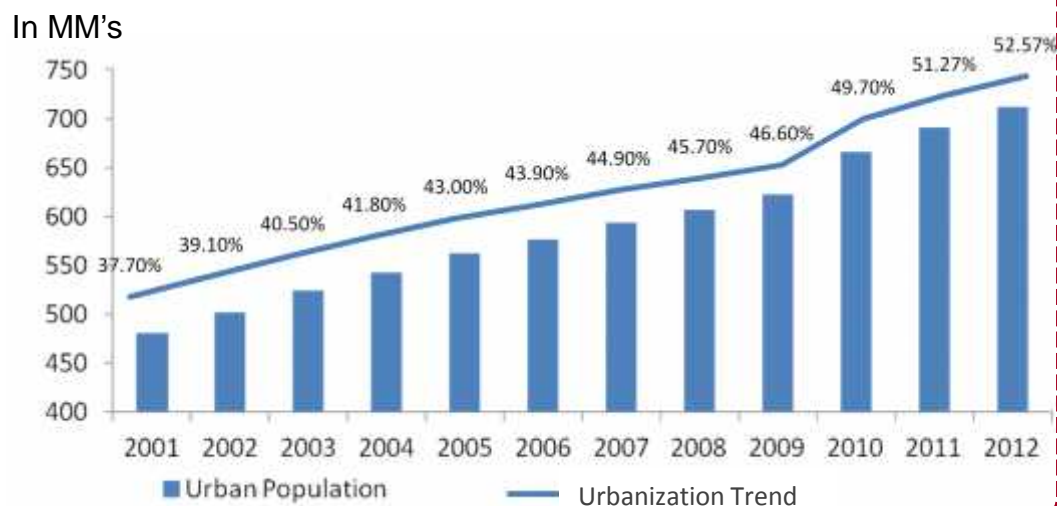
SOURCE: WWW.TRAADINGECONOMICS.COM | NATIONAL BUREAU OF STATISTICS OF CHINA



Urbanization Trend Provides Underpinning to Real Estate Construction China

- China's total urban population reached 731 million in 2013 vs. 450 million in 2001; according to projections, nearly 70% of the population will live in urban areas by 2035.
- The scale and pace of China's urbanization trend is unprecedented: 219 cities of more than 1 million and an aggregate urban population nearing 1 billion are projected by 2025
- Tier I cities are expected to account for only 10% of China's commercial real estate activities by 2020, highlighting the significant development opportunities in Tier II and Tier III cities

Urbanization Trend in China



% of Population Urbanized by Country –

Indonesia	Malaysia	Russia
50.3%	69.4%	72.9%
US	UK	Japan
81.4%	89.9%	91.3%

Sources: *The Economic Times*, National Bureau of Statistics of China, Wikipedia; www.china.org.cn, <http://esa.un.org/unup>



A Long-Term Trend of Strong Real Estate Growth in China

- The scale of construction in China is immense: the expected future increase in cities is equal to the residential floor space of a number of European cities today
- CCCL believes that sound underlying demand for housing is sustainable throughout the next decade; a correction should be short-lived
- There are fewer restrictions by municipal governments in Tier II and Tier III cities
- CCCL believes that the land supply in 2015 in Tier II and Tier III cities will rebound and will create demand for ceramic tiles
- Central government initiatives stipulate for 36 million new affordable housing units by 2015 at a cost of nearly \$800 billion
- Renovation and upgrading of existing properties will also spur additional demand

Forecast of Net Increase				
in Urban Residential			Existing Residential	
Building Stock (2011-2020)			Building Stock	
Chongqing	1,109		Poland	807
Chengdu	447		Greece	494
Zhengzhou	396		Portugal	424
Tianjin	389		Sweden	411
Beijing	350		Czech Rep.	369
Xi'an	279		Romania	366
Changsha	272		Switzerland	352
Shanghai	271		Hungary	319
Shenzhen	265		Austria	318
Dongguan	234		Denmark	282
a. all data in mm sq. meters				
b. Figures are for urban areas within referenced prefecture/municipality.				
c. Chongqing municipality's unusually large increase partly reflects its large size compared with other prefectures.				
Sources: Economist Intelligence Unit; National Bureau of Statistics (China); UNECE				



Competitive Landscape

- China's outdoor ceramics tile industry is highly fragmented with hundreds of manufacturers; CCCL estimates its current market share in China to be 5%.
- The Company believes that more than 200 manufacturers are located in Jinjiang, with a combined annual production volume of 70% of China's total production volume
- Others are mainly located in Foshan, Zibo, Linyi, and Dehua, specializing in manufacturing interior wall and floor ceramic tiles
- Competition is based on quality, branding, service and product diversity, CCCL's strengths
- Major competitors include:
 - *White Rabbit Ceramics (est. 5% share (1))*
 - *Jinjiang Tengda Ceramics Co. (est. 3% share (1))*
 - *Fujian Jinjiang Xielong Ceramics Co. (est. 1% share (1))*

(1) of China market





Key Market Trends

- **China's long-term urbanization trend** – CCCL a prime beneficiary
- **Product trend** – New outdoor ceramic tiles products are “Green”, lighter, heat insulating and noise-reducing
- **Potential of Tier II and III Cities**
 - CCCL believes that much of the growth in China's GDP is being driven by economic activity in Tier II and Tier III cities
 - According to Jones Lang LaSalle, Tier I cities will account for only 10% of China's commercial real estate activities by 2020
 - CCCL sees restrictive policies that are imposed on housing in Tier I cities as potentially encouraging real estate activities in Tier II and Tier III cities
- **Distribution and Direct Sales**
 - China's outdoor ceramic tile industry relies heavily on distributors; an estimated 73% of total sales are made through distributors
 - As competition intensifies, more manufacturers will bid for large projects in an attempt to sell products to real estate developers directly



Core Competitive Advantages

- **Experienced management** and a culture of hard work and success
- **Premier brand** – repeat winner of “Asia’s 500 Most Valuable Brands” award among many other awards and certifications
- **R&D** – the 20 person team develops new products and an energy recycling system that reuses excess heat and energy that saves up to 20% of cost
- **Manufacturing that is modern and efficient:** ISO certified, international manufacturing equipment utilized where nearly all projects are built to order
- **Enhanced marketing and sales** abetted by its new product showroom that emphasizes CCCL’s superior capabilities relative to older manufacturers.
- **New subsidiary formed** to transact with large entities such as China State Decoration Group Co., Ltd.



Comprehensive Product Suite

The company has over 2,000 size and color combinations

Porcelain
67.8% of Sales



Polished Glaze
14.4% of Sales



Rustic
9.7% of Sales



Glazed Porcelain
4.2% of Sales



Glazed
3.9% of Sales



Wide array of standardized and made-to-order products



Modern Plants Ensure High Quality and Superior Range of Products

Raw Material Inspecting



Mixing & Grinding



Spray Drying



Firing



Glazing



Molding

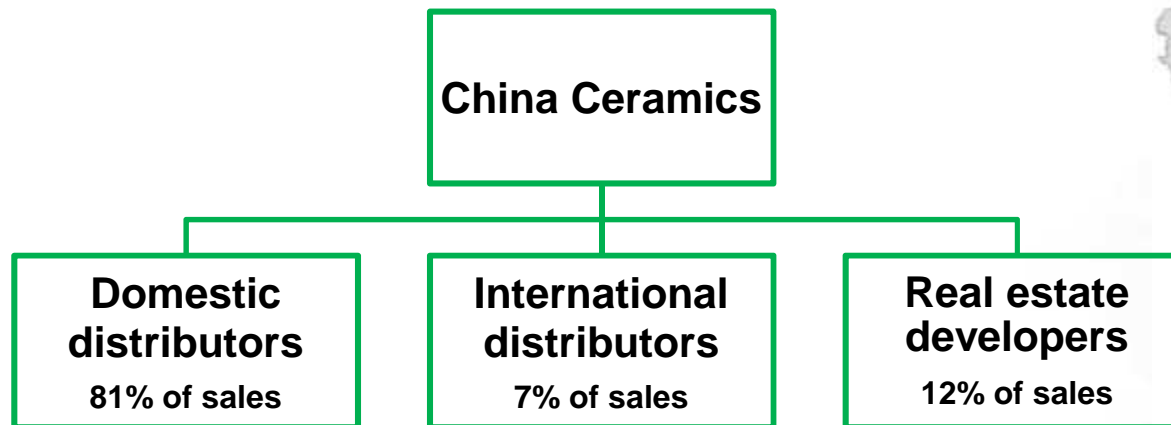


Plant's ISO 9001:2000 accreditation signifies high quality control processes



Established and Loyal Customer Base

- 88% of products sold to 40 exclusive domestic distributors and 6 international distributors
- 12% of products sold directly to larger real estate developers via own sales force
- The top ten customers have purchased from CCCL for over 10 years each
- We estimate that the top ten customers represented 35% of total sales in 2014
- Sales in Tier II and Tier III cities account for nearly 90% of domestic sales
- Ongoing contracts with large property developers in China include Evergrande, China Resources Land, China SCE Property, China National Real Estate Development Group, Poly Real Estate, Wanda Group, Sany Group and Green Town



Our Sales Coverage



Sales Process

**Meet /
Introduction to
customers**

**Discuss
design and
product
specifications**

**Sign
contracts**

Delivery

**After-sales
service**

- Excellent communication between our sales force and distributors avoids overlapping of sales
- Distributors required to make monthly reports on customer requirements
- Provide installation instructions and collect after-sales feedback by our sales force
- Seeking new highly-qualified distributors to expand geographic reach

We typically book sales within 2-3 months of delivery



Selected Hengda Projects

Chengdu Kanjun
Garden



210,000 sq. meters

China Resources
Land Limited Lanxi Town



100,000 sq. meters

The 11th National
Games Village



95,000 sq. meters

Hangzhou Redbud
Garden



53,000 sq. meters

Xiamen Blue
Gulf Peninsula



133,000 sq. meters

Shenyang Institute of
Aeronautical Engineering



97,000 sq. meters



Stable Supplier Base

- Dyes, clay and energy are the major raw materials for tile production, accounting for a substantial portion of our COGS
- Over 10 years' cooperation with key suppliers ensures on-time supply and reasonably stable pricing
- All raw materials are inspected on delivery for quality control

Raw Material	% of COGS	# of Suppliers
Coloring	29	8
Clay	25	11
Coal and gas	16	8
Glazing	6	4



Plant Expansion and Fully Funded Capital Expenditures

<i>(All capacity figures in millions of square meters)</i>	Hengda	Hengdali	Total
Current Annual Plant Capacity	42.0	30.0	72.0
2010 and 2011 Capacity Expansion	14.0	4.0	18.0
Total 2011 Capacity	42.0	14.0	56.0
2012 Capacity Expansion		16.0	16.0
Total 2012 Capacity	42.0	30.0	72.0
Capacity Currently Being Utilized (a)	19.0	8.0	27.0
(a) As of 1Q 2015; the 72.0 M of available annual production to be utilized pending business conditions.			
	Hengda	Hengdali	Total
CAPITAL EXPENDITURES (in millions)			
Capital Expenditures in 2011	\$ 23.9 M	\$ 44.6 M	\$ 68.5 M
Capital Expenditures in 2012	\$ 3.0 M	Nil	\$ 3.0 M
Capital Expenditures in 2013	\$ 7.4 M	\$ 8.4 M	\$ 15.8 M
Capital Expenditures in 2014	Nil	Nil	Nil



Company Growth Strategy

1) Gain Market Share as a Result of the Industry Shake-Out of the Last 2 Years

A significant number of competitors could exit the space due to a tougher competitive environment and new energy guidelines.

2) Leverage Customization Capabilities due to Modernized Plant Efficiencies

Enables accessibility to the company's customized and innovative product offerings

3) Penetrate New Markets using Tier II and Tier III Marketing Experience

Urbanization coupled with demographic changes will remain compelling domestic trends for years to come

4) Focus on Remodeling and Renovation of pre-1998 Built Residential Units

Massive growth in upgraded units is expected as personal incomes can now afford better infrastructure and expansion of traditionally small units.

5) Capitalize Upon Expected Consolidation Among Large Property Developers

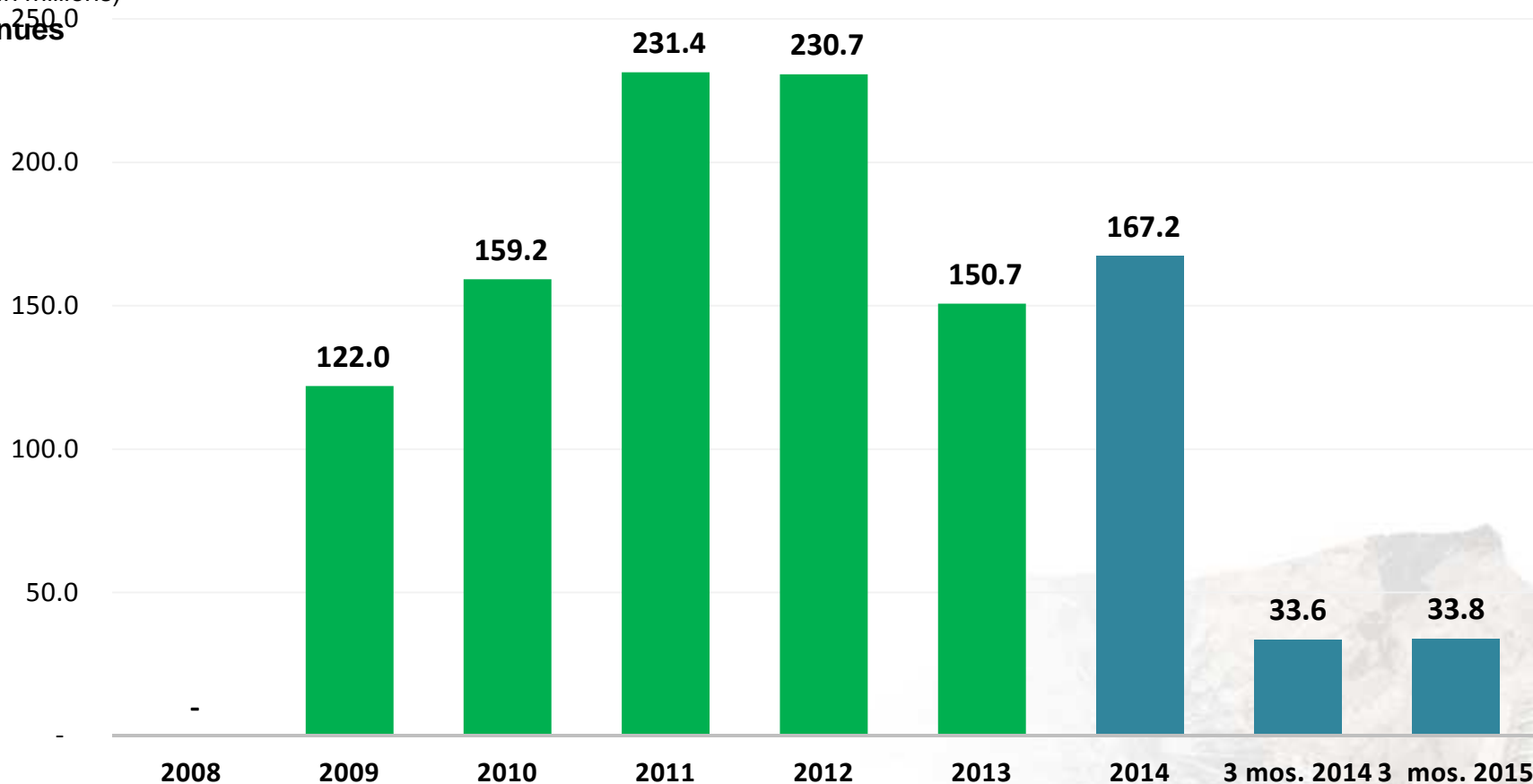
The company's deep product platform, modern manufacturing capabilities and strong balance sheet enable it to optimally service larger customers



Solid Revenue Generation

FYE: Dec 31
(USD In millions)
Revenues

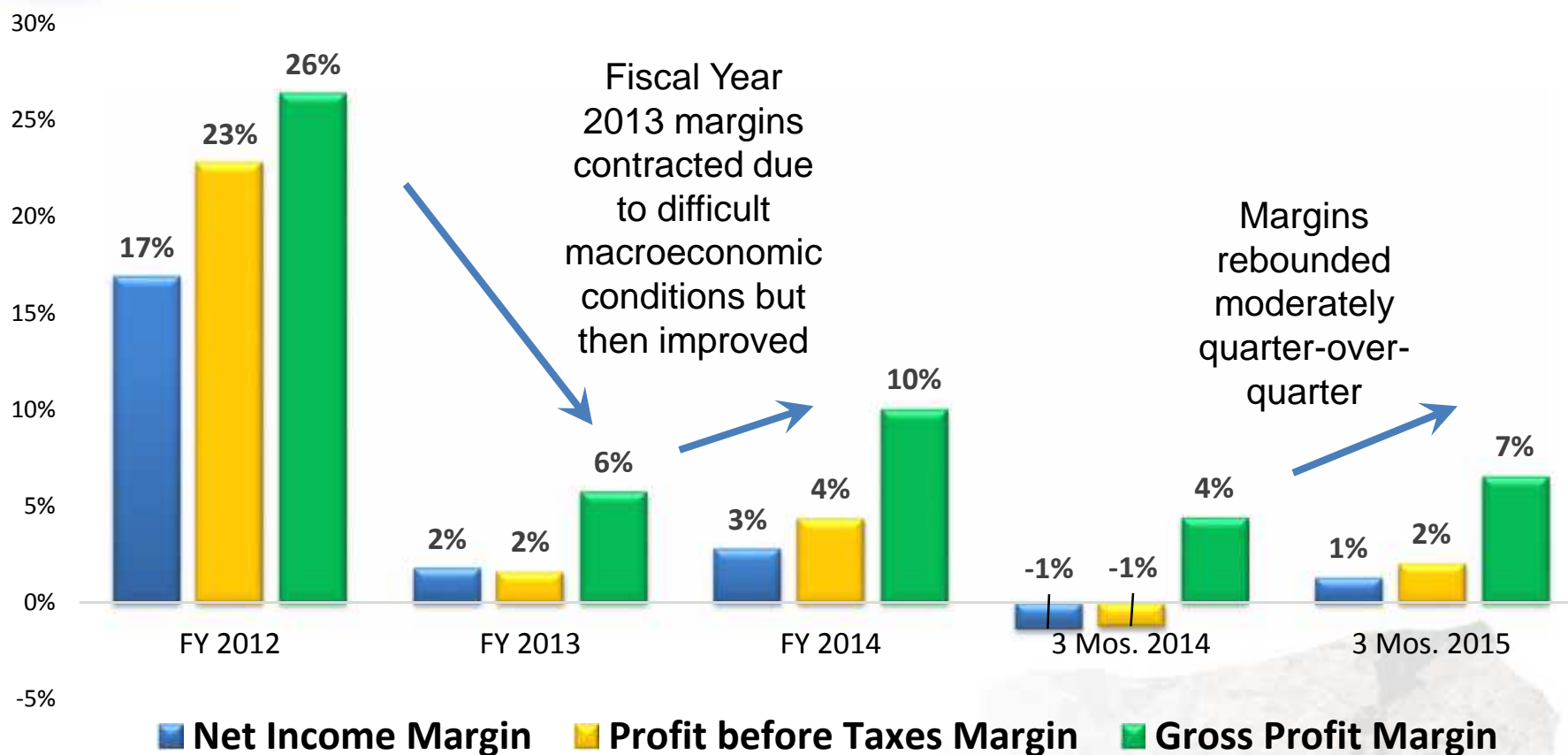
Stable Revenue Following 2013 Macroeconomic Retrenchment



For statements of financial position data, translation of RMB into U.S. dollars has been made using historic spot exchange rates published by www.federalreserve.gov. For statements of comprehensive income data, translation of RMB into U.S. dollars has been made using the average of historical daily exchange rates as applicable to the financial reporting period. Such translations should not be construed as representations that RMB amounts could be converted into U.S. dollars at that rate or any other rate, or to be the amounts that would have been reported under IFRS.



Rebounding Financial Margins



Notes:

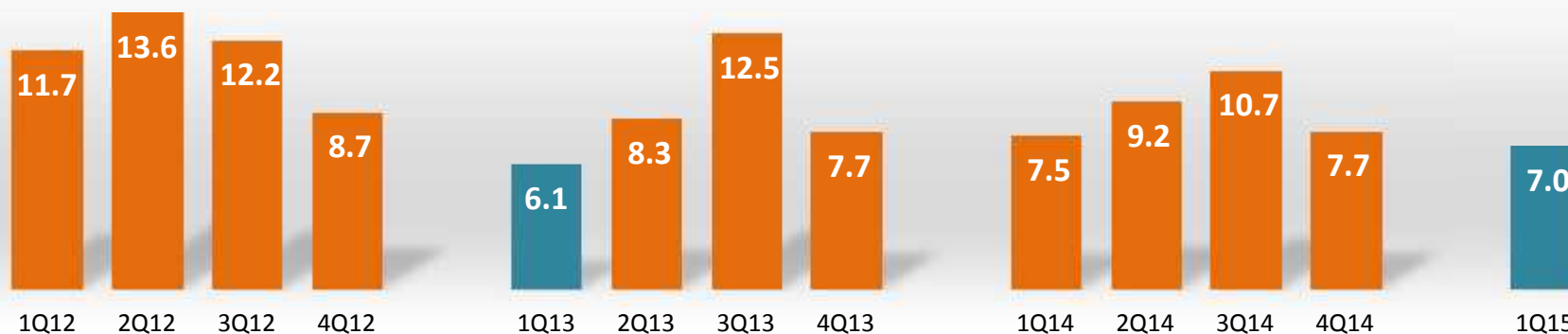
- FY 2012 and FY 2013 Profit before Taxes and Net Income adjusted for asset write-down of RMB 0.5 MM and RMB 18.9 MM, respectively
- FY 2014 Profit before Taxes and Net Income adjusted for RMB 68.7 MM in foreign currency losses



2015 YTD Revenue Metric Analysis

(In MSM's')

Sales Volume



Sales volume recovered from the 1Q 2013 low but has trended down ...

Average Selling Price



... while ASP has stabilized



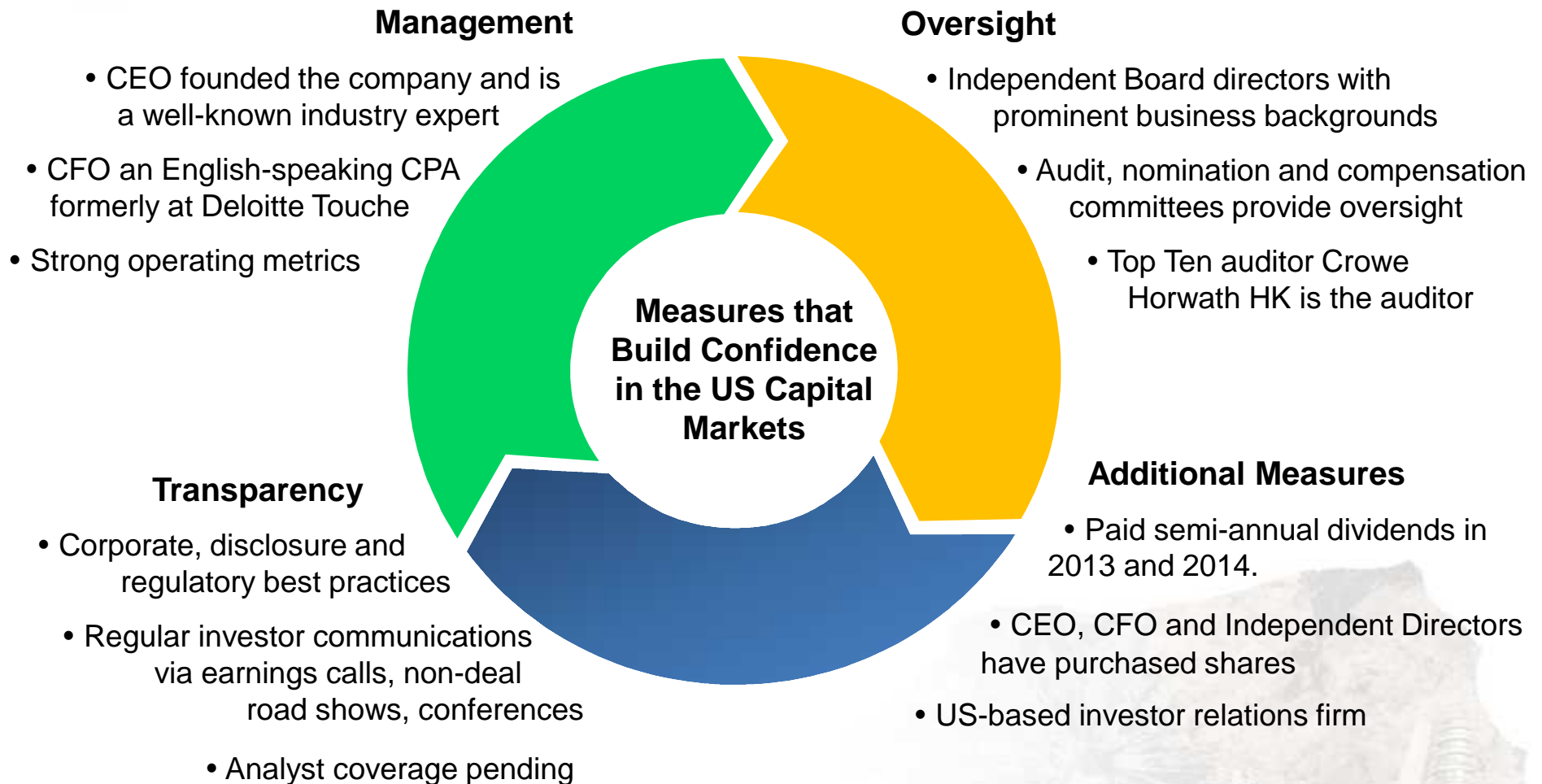
Strong Balance Sheet

(USD, in millions)	As of Dec. 31, 2014	As of March 31, 2015
	(Audited)	(Unaudited)
Cash	10.9	32.4
Debt	17.9	13.7
Total Working Capital	110.9	113.9
Shareholders' Equity	233.3	234.0
Inventory Turnover	125	150
Trade Receivables Turnover	156	181
EBITDA (a)	19.4	3.7

(a) After an add-back of \$9.6 MM of derivatives losses in FY 2014.



Capital Markets: Key Differentiators





Management Team

**Jiadong
Huang**
CEO

- Founder of Jinjiang Hengda Ceramics Co., Ltd. In 1993
- 20 years of experience in the China ceramic tile industry
- Vice Chairman of Fujian Province Ceramic Industry Association and Executive Director of Jinjiang City Chamber of Import and Export Trade

Edmund Hen
CFO

- Former CFO of a Sichuan switchgear manufacturer and accountant for Dickson Concepts Ltd., a publicly-listed Hong Kong company
- Formerly at Deloitte Touche Tohmatsu and a variety of accounting firms
- Bachelor Degree from University of East Anglia, United Kingdom
- Associate member of Institute of Chartered Accountants in England and Wales, and of the Hong Kong Institute of Certified Public Accountants

**Peizhi
Su**
Sales Deputy GM

- Over 10 years of experience in the China ceramic tile industry
- Established a national sales network of distributors and property developers
- Also a Director of the Company

**Weifeng
Su**
General Legal
Counsel & Secretary

- Lawyer at Fujian Minrong Law Firm from 2005 to 2007
- Graduated from the School of Law of Xiamen University
- Also a Director of the Company



Board of Directors

**Jiadong
Huang**
Chairman

- Founder of Jinjiang Hengda Ceramics Co., Ltd. In 1993
- 20 years of experience in the China ceramic tile industry
- Vice Chairman of Fujian Province Ceramic Industry Association and Executive Director of Jinjiang City Chamber of Import and Export Trade

Cheng Davis
Independent
Member

- Special Advisor to University of Columbia
- Special Advisor and Vice Dean of University of Pennsylvania where she pioneered management programs for Chinese executives
- Advisor to blue-chip companies including CIGNA, Lucent, China Telecom, China Industrial Bank, Morgan Stanley and Motorola.

**Shen
Chengliang**
Independent
Member

- Over 30 years of experience and expertise in China's ceramics industry
- Extensive career as Senior Production Engineer at Fujian Yiyan Ceramics Ltd.
- Graduated from Jindezhen Ceramics School



Board of Directors (continued)

Liu Jianwei
Independent
Member

- Currently a portfolio manager with China-based Bosera Asset Management.
- Previously worked at Shanghai AllBright law Offices and ICBC at their main HQ's
- Worked with CCCL's predecessor company and helped to structure its acquisition of its operating business in 2009.

**Su
Weifeng**

- Lawyer at Fujian Minrong Law Firm from 2005 to 2007
- Graduated from the School of Law of Xiamen University
- Son of Peizhi Su, also a Director of the Company





Investment Thesis

- **China Ceramics is a strong competitor in a highly fragmented space**
- **Plant expansion and a near-doubling of production will enable more competitive market positioning**
- **Sustainable advantages due to capacity expansion, R&D, exclusive distributor relationships and world-class brands**
- **The construction materials industry expected to benefit from China's urbanization and construction trends**
- **Government policies are intent upon promoting urbanization to grow domestic GDP which should spur real estate development**
- **Geographical location is optimal for supplier network**
- **2015 plan is to continue to rebound from secular trough in late 2012 and capitalize upon consolidation and growth opportunities**



Corporate History

Founded in 1993 as a manufacturer of outdoor ceramic tiles in Jinjiang, Fujian Province



Received the certification of ISO9002, ISO9001 and ISO14001 in 1999; Gradually built up brand reputation



Introduced state-of-the-art equipment from abroad; developed plans to expand Hengda's capacity

Named a Top Growing Enterprise by China Building Materials Association



Acquired Hengdali facility in Jan.'10;

Total annual manufacturing capacity of both Hengda & Hengdali currently 72 million square meters



Listed on NASDAQ (CCCL) in November 2010



Owens 4 patents with right to use 11 more. Continuously focusing on R&D for environmental-friendly products



Completed merger with SPAC (CHAC) in November 2009



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