CHINA CERAMICS CO., LTD.

China Ceramics Co., Ltd.

WWW.CCERAMICS.COM

Investor Presentation

June 2013

Safe Harbor Statement

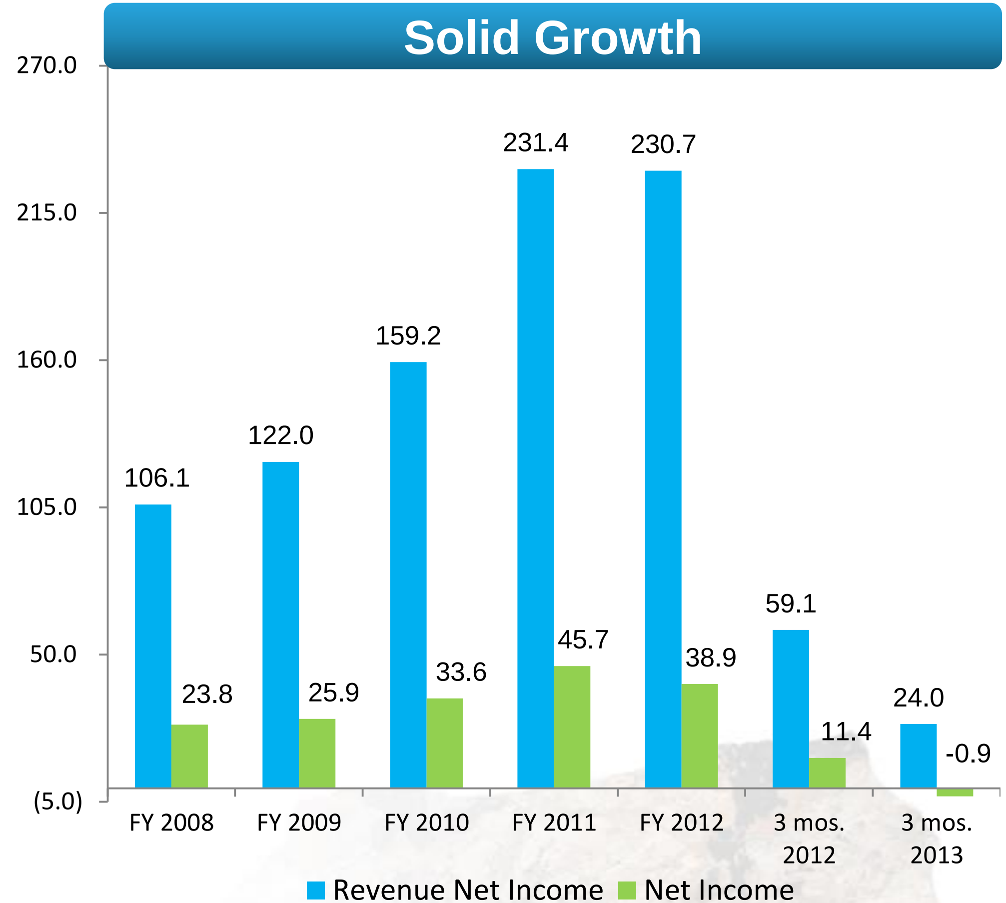
This presentation contains forward-looking statements and management may make additional forward-looking statements in response to your questions. Such written and oral disclosures are made pursuant to the Safe Harbor provision of the Private Securities Litigation Reform Act of 1995.

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
- Potential plant production capacity currently 72 MSM of tiles / yr., a 90% increase from Dec. 2010
- Plant utilization in 1Q 2013 was 20 MSM / yr.; the ramp to 72 MSM is pending business conditions
- Potential government initiatives in 2013 to free up land and promote affordable housing



- Over 2,000 tile color and size combinations enable extensive customer choice
- Founded in 1993; high brand recognition; sold under “Hengda / HD”, “Hengdeli / HDL”, “TOERTO”, “WULIQIAO”, and “Pottery Capital of Tang Dynasty” trademarks

Equity Snapshot

NasdaqGM: CCCL	FYE: Dec. 31
Price (6/6/13)	$2.17
Primary Shares Outstanding	20.4 MM
Market Capitalization	$44.3 MM
Cash (Mar. 31, 2013)	$24.4 MM
Debt (Mar. 31, 2013)	$9.7 MM
Revenue (TTM)	$196.3 MM
Net Income (TTM)	$ 33.5 MM
Fully Diluted EPS (TTM)	$1.64
P/E Ratio	0.97 x
Stock Yield	9.22%

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

Completed merger with SPAC (CHAC) in November 2009

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

Listed on NASDAQ (CCCL) in November 2010

Acquired Hengdali facility in Jan.'10;

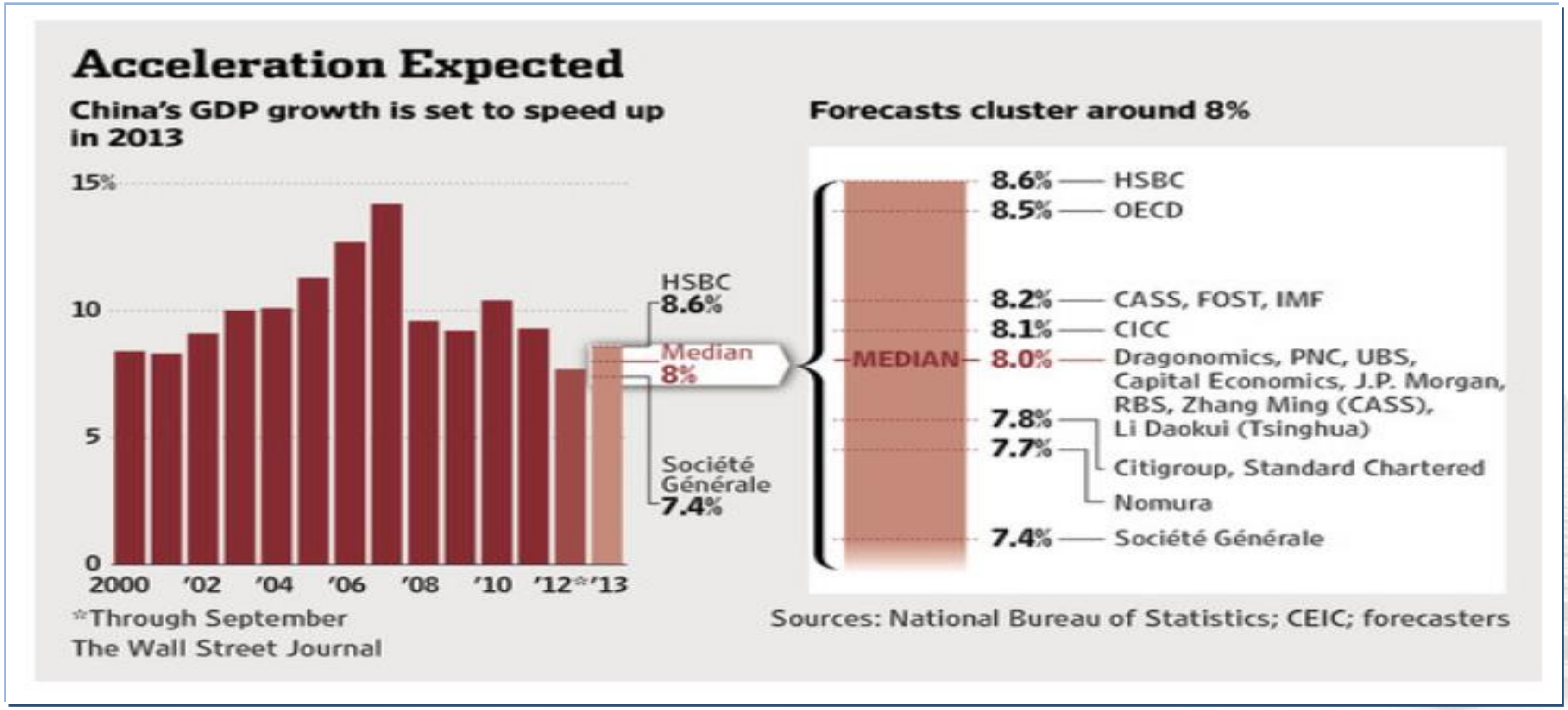
Total annual manufacturing capacity of both Hengda & Hengdali currently 56 million square meters

Investment Highlights

1. Prominent manufacturer of exterior ceramic tiles
2. Intent upon capitalizing upon China's urbanization trend
3. A 90% increase in annual potential plant utilization (72 MSM) since 2010 enables future capture of market share
4. Motivated distributors and direct company sales drive revenue
5. Product customization enables premium pricing
6. In 2H 2013, favorable new government policies could stimulate demand in Tier II and Tier III cities

China's Macroeconomic Environment

- The Chinese economy is expected to improve slightly in 2013 with forecasted median GDP growth of 8.0% versus est. GDP growth of 7.7% in 2012
- China has set a 7.5% GDP growth target for 2013
- China grew at an annualized rate of 7.7% in 1Q13, slower than the 8.0% consensus forecast.



China's Real Estate Market Environment

- The ratio of residential property under construction to sales is expected to rise in 2013
- Stronger sales of residential units could lead to a sustained improvement in real estate investment spending
- Reports indicate that real estate developers have improved their liquidity as funding channels have reopened
- Developers stopped offering sweeteners to buyers in late 2012 as the overall real estate environment improved.
- In its April report, the new government could urge local planning authorities to free up land supplies for new projects

CCCL Corporate News

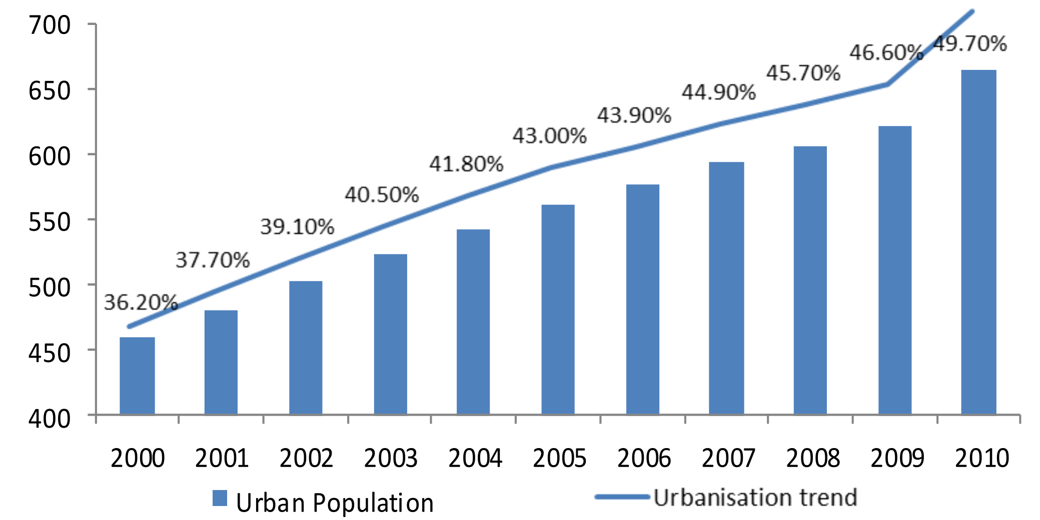
- CCCL announced a semi-annual dividend of $0.10 per share; the first two dividends will be payable on 7/15/2013 and 1/13/2014

- CCCL announced a strategic contract with China State Decoration Group, a subsidiary of the largest real estate construction contractor in China
- The Company sees a potential inflection point in 2Q13 relative to the challenging macro environment as reflected in its 4Q12 and 1Q 2013 results: ASP in April and May 2013 is expected to be 8% higher than that of 1Q13.

Urbanization Trend Provides Underpinning to Real Estate Construction China

- China's total urban population reached 691 million in 2011 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	
81.4%	89.9%	

Sources: 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 2H 2013 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

Forecast of Net Increase in Urban Residential Building Stock (2011-2020)		**Existing Residential 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

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

- **Importance of distributors**
  - 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

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 often based on quality, branding, service and produce 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

Comprehensive Product Suite

The company has over 2,000 size and color combinations

Porcelain
54% of Sales

Rustic
26% of Sales

Glazed
7% of Sales

Polished Glaze
6% of Sales

Glazed Porcelain
4% of Sales

Ultra Thin
3% of Sales

Wide array of standardized and made-to-order products

Research & Development

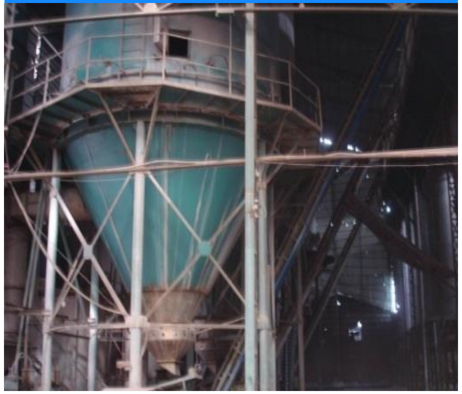
- R&D is an integral component of the Company's culture and a key to its competitive advantage: R&D expenditures were over 2% of revenue in 2012, a noteworthy figure for a company in the building materials sector.
- The 86 person team has developed over 2,000 types of different product combinations
- in March 2012, the Company was certified by Fujian Municipal as one of the Top 100 2012-2013 Leading Enterprises
- Devised an energy recycling system that reuses excess heat and energy that saves up to 20% of cost
- Develops environmentally friendly products like ultra-thin, light-weight tiles

Modern Production Lines Ensure High Quality

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 28% of total sales in 2012**
- **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**

China Ceramics

- **Domestic distributors** — 81% of sales
- **International distributors** — 7% of sales
- **Real estate developers** — 12% of sales

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

- Clay and coal are the two major raw materials for tile production, accounting for 50% of 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
Clay	28	11
Coal	22	8
Coloring	21	8
Glazing	6	4

Sustainable Gross Margins

- **Continued steady demand –** backlog and channel checks indicate a steady pace of new construction projects.
- **Customized product** – nearly all production is built to order for specific projects.
- **High quality manufacturing** – ISO certified; international manufacturing equipment.
- **Quality, well-known brand** – "Asia's 500 Most Influential Brands" award.
- **Economies of scale** – large plants enables a superior range of products at competitive price points.
- **Energy efficiency** – production lines recover and / or reuse waste water, waste dust, exhaust and kiln after-heat. This decreased energy costs by 20% in our Hengda factory.

Due to our reputation for quality, we are able to sell many of our products at a 15-20% premium vs. our competitors

Plant Expansion and Fully Funded Capital Expenditures

(All Capacity figures in Square Meters)	Hengda	Hengdali	Total
Capacity as of Dec. 2010	28.0 M	10.0 M	38.0 M
2010 and 2011 Capacity Expansion	14.0 M	4.0 M	18.0 M
Total 2011 Capacity	42.0 M	14.0 M	56.0 M
2012 Capacity Expansion		16.0 M	16.0 M
Total 2012 Capacity	42.0 M	30.0 M	72.0 M
2013 Capacity Available	42.0 M	30.0 M	72.0 M
Capacity Currently Being Utilized *(a)*	17.0 M	3.0 M	20.0 M
(a) The 52.0 MSM of available annual production to be utilized pending business conditions.			
Total Capital Expenditures in 2011	$23.9 M	$44.6 M	$68.5 M
Total Capital Expenditures in 2012	$ 3.0 M	Nil	$ 3.0 M
Capital Expenditures to Date in 2013			$ 6.0 M

Growth Strategy

- **Continue to capitalize upon strong brand awareness**
- **Utilize the near doubling of production capacity**
- **Reach new markets** – new Hengdali facility extends reach while reducing costs
- **Continue to broaden product suite** – through innovative R&D
- **Penetrate new markets** – via a broadened distribution network
- **Evaluate selective M&A opportunities**

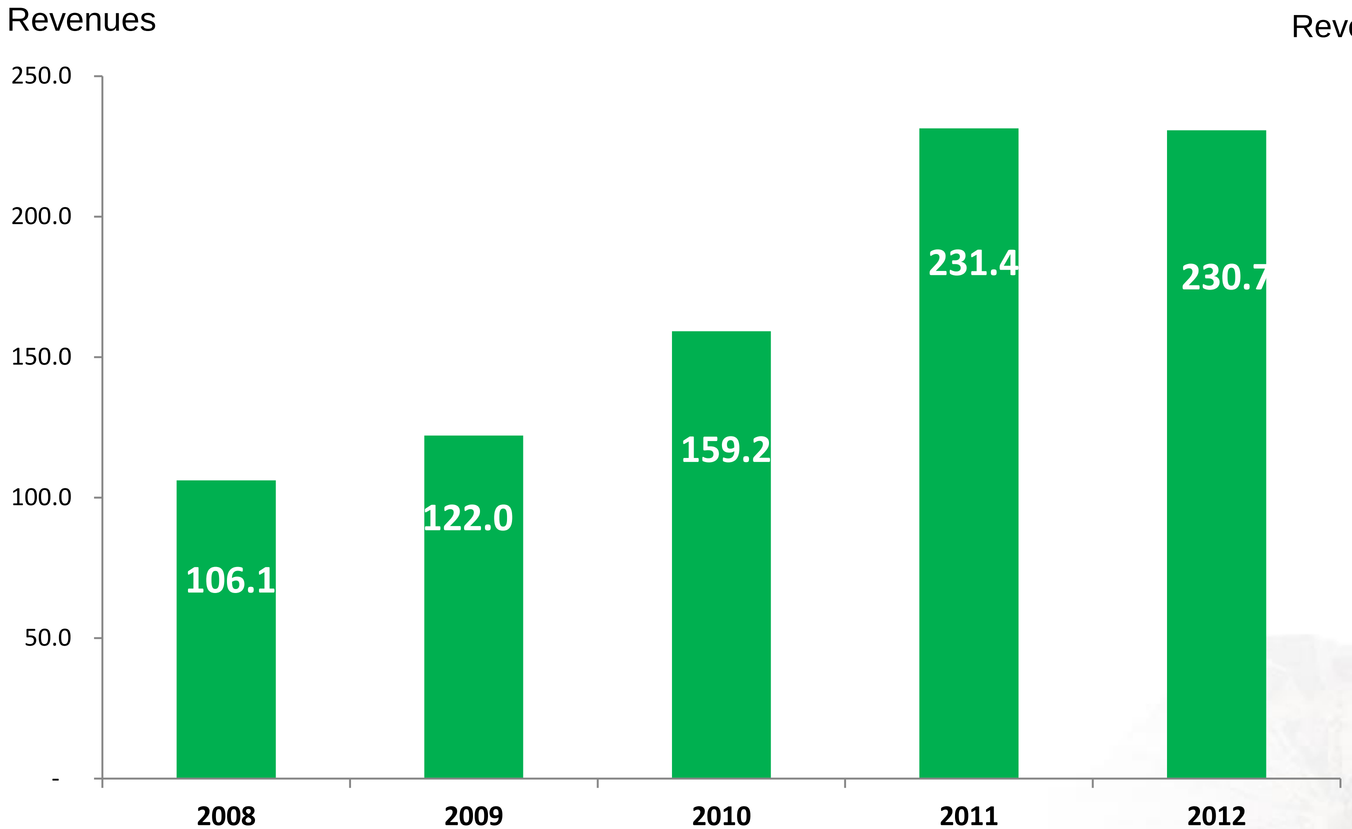
Key focus is to ramp market share domestically and to exploit market opportunities abroad

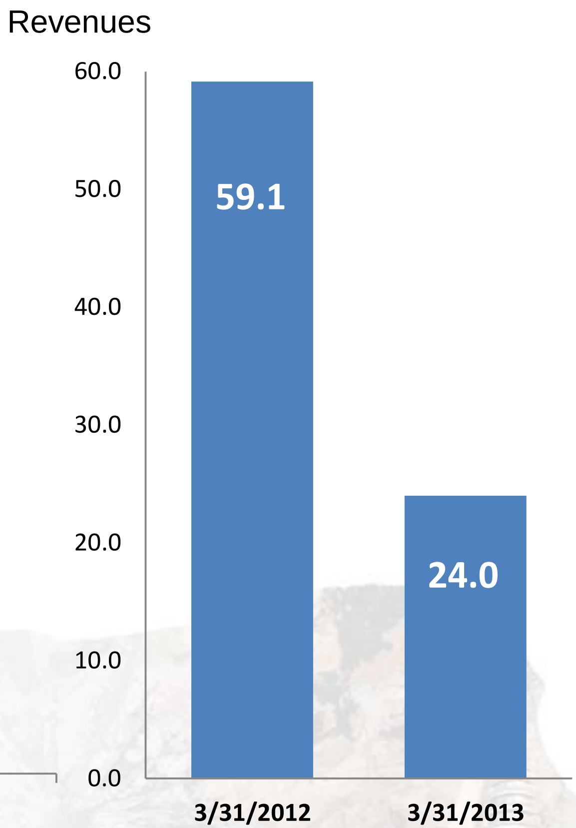
Robust Revenue Growth

FYE: Dec 31
(USD In millions)

5-Year CAGR: 21.4%

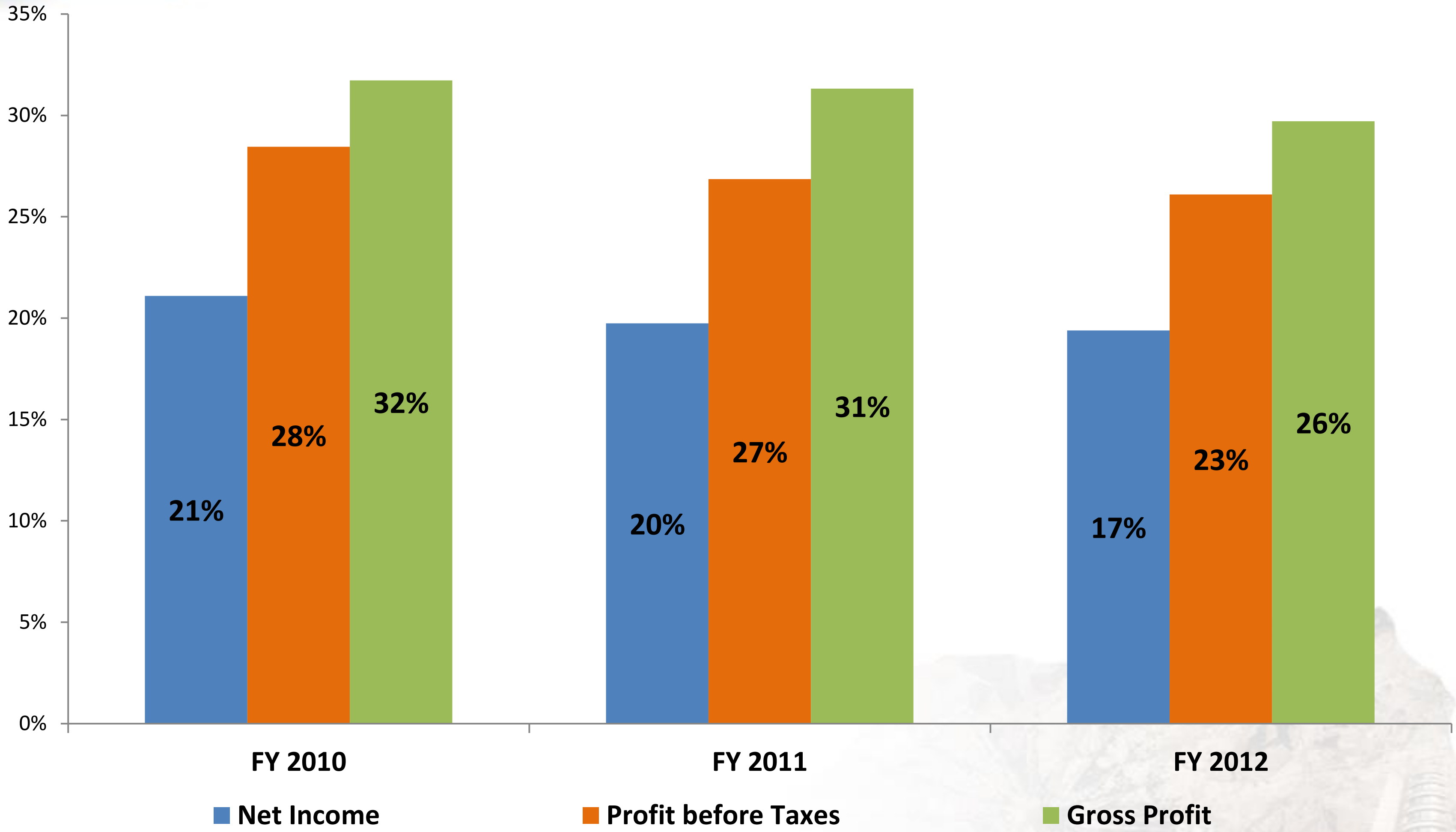
1Q13 Results





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.

Strong Financial Margins



Availability of unused capacity should improve margins over time

Strong Balance Sheet

(USD, in millions)	As of Mar. 31, 2013 (Unaudited)	As of Dec 31, 2012 (Audited)
Cash	14.4	14.4
Debt	9.6	9.7
Total Working Capital	106.4	106.4
Shareholders' Equity	231.6	231.6
Inventory Turnover	110	103
Trade Receivables Turnover	118	117
ROE	14%	17%

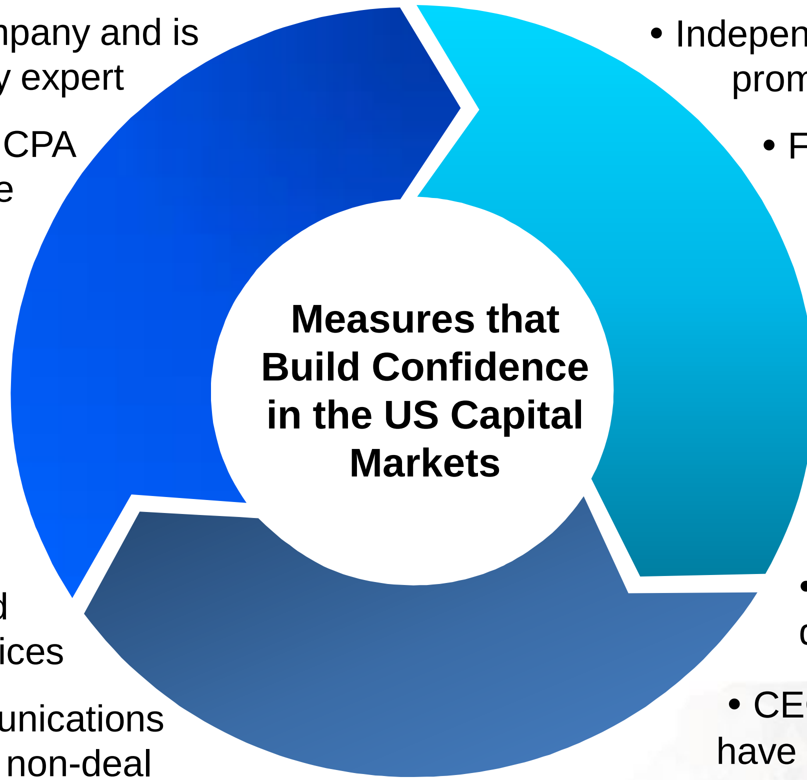
Capital Markets: Key Differentiators

Management

- CEO founded the company and is a well-known industry expert
- CFO an English-speaking CPA formerly at Deloitte Touche
- Strong fundamentals, 20% revenue CAGR, 17% ROE, net margins of 20%

Oversight

- Independent Board directors with prominent business backgrounds
- Former long-time partner at Price WaterhouseCoopers is head of the Audit committee
- Grant Thornton has audited the Company’s financials going back to 2008



Transparency

- Corporate, disclosure and regulatory best practices
- Regular investor communications via earnings calls, non-deal road shows; conferences
- Analyst coverage pending

Additional Measures

- Announced semi-annual cash dividend of $0.10 per share
- CEO, CFO and Independent Directors have purchased shares
- SAIC filings posted on company website and kept current

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 & Director

- 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

Paul K. Kelly
Non-Executive Chairman

- Founder and CEO of both Knox & Co., an investment bank, and The Westgate Group, an advisory firm which emphasizes business opportunities in China and Asia
- Served in senior management positions at several Wall Street investment banks
- Was the founder of CHAC, the Company's predecessor corporation

Cheng Yan Davis

- 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.

Ding Wei Dong

- Over 40 years of experience and expertise in the building materials Industry
- Honorary President of China Building Ceramics and Sanitaryware Association and served as President (1997– 2008)
- Graduated from Nanjing University of Science and Technology

Bill Stulginsky
Audit Committee Chairman

- Was a Partner at Pricewaterhouse Coopers and has over 36 years of experience in public accounting with clients in a wide variety of industries
- On Board of Directors of Fox Chase Cancer Center in Philadelphia and the Visiting Nurse Association of Greater Philadelphia

Summary Investment Thesis

- China Ceramics is a key 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 looks to benefit from China's urbanization and construction trends
- Government policies will spur construction in Tier II and Tier III cities
- Geographical location is optimal for supplier network
- 2013 plan is to expand market share and increase export growth

Appendix: Corporate Structure

China Ceramics Co. Ltd. (CCCL:NASDAQ)
(BVI) Nov 2009

Former SPAC:
China Holdings Acquisition Corp. (CHAC)
(Delaware) Jun 2007

Nov 2009 — **100%**

Success Winner Limited
(BVI) May 2009

Jun 2009 — **100%**

Stand Best Creation Limited
(HK) Jan 2008

Off-shore

On-shore: PRC

Apr 2008 — **100%**

Jinjiang Hengda Ceramics Co., Ltd.
Sep 1993

WOFE

Jan 2010 — **100%**

Jiangxi Hengdali Ceramic Materials Co., Ltd.
Jun 2008

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