

Corporate Action Notice

September 16, 2016

Mandatory Exchange for Cash/Termination

E-Commerce China Dangdang Inc.

DR CUSIP: 26833A105 **DR ISIN:** US26833A1051

DR Ticker Symbol: DANG

Ratio (DR: Underlying Shares): 1:5

At an extraordinary general meeting held on September 12, 2016, shareholders of Dangdang approved the previously announced agreement and plan of merger dated May 28, 2016 by and among Dangdang Holding Company Limited ("Parent"), Dangdang Merger Company Limited ("Merger Sub") and E-Commerce China Dangdang Inc. (the "Company"), pursuant to which Merger Sub will be merged with and into the Company with the Company continuing as the surviving company and a wholly-owned subsidiary of Parent after the merger. Under the terms of the agreement and plan of merger each Dangdang Class A Common share will automatically convert into the right to receive \$1.34 in cash without interest and less any applicable taxes, and each Dangdang American Depositary Share ("ADS") (CUSIP# 26833A105) (each ADS represents five Class A Common shares) will automatically convert into the right to receive \$6.70 in cash without interest, less the Depositary's cancellation fee of \$0.05 per ADS surrendered and less any applicable taxes.

BNY Mellon has announced that, effective September 23, 2016, registered holders of the ADSs of Dangdang will be instructed to surrender their ADR certificates to BNY Mellon for cancellation on a mandatory basis in order to receive the cash proceeds.

Please be advised the Dangdang Deposit Agreement will terminate on the earlier of 30 days after the date of this notice and the day on which there are no remaining outstanding ADSs.

BNY MELLON HAS ESTABLISHED THE FOLLOWING DATES FOR THIS CORPORATE ACTION:

DR Effective Date:	Sep 23, 2016
Gross Rate per DS:	\$6.700000
Cancellation Fee per DS:	(\$0.050000)
Net Rate per DS:	\$6.650000

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

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