



NEWS RELEASE

CHANGE IN FINANCIAL YEAR END

Calgary, Alberta, January 27, 2016 – GINSMS Inc. (TSXV: GOK) (the “Corporation” or “GINSMS”) announces the change of its financial year end from March 31 to December 31. This change is being implemented to allow the Corporation to align its financial year end with the financial year end of its principal shareholder, Xinhua Holding Limited.

The Board of Directors of the Corporation approved the change of year end on January 27, 2016.

The Corporation will have a transitional year with a 9-month period ending December 31, 2015.

About GINSMS

GINSMS is a mobile technology and services company focusing on 2 areas namely its A2P Messaging Service and its Software Products and Services. GINSMS operates a cloud-based A2P messaging service that allows the termination of SMS to mobile subscribers of more than 200 mobile operators globally. GINSMS also develops and distribute innovative software products and services for mobile operators and enterprises and have successfully deployed more than 100 solutions worldwide. GINSMS has offices in China, Singapore, Hong Kong, Malaysia and Indonesia.

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