



Noah Named China's Best Wealth Manager by Asian Private Banker

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SHANGHAI, Jan. 10, 2017 /PRNewswire/ -- Noah Holdings Limited ("Noah" or the "Company") (NYSE: NOAH), a leading wealth and asset management service provider with a focus on global services for high-net-worth individuals and enterprises in China, is pleased to announce that Noah is the winner of the "Best Wealth Manager - China Domestic Award for 2016" organized by Asian Private Banker, a renowned publication focusing on the private banking and wealth management industry across Asia.

"We are very pleased and honored to be selected as the winner. We believe China domestic market is one of the most important wealth management markets globally. Noah has been a leader and pioneer in providing private wealth management services in China for over a decade. We will continue to focus on what we believe are the most important values - long-term stability, value for our clients and continued innovation in our services," said Kenny Lam, Group President of Noah.

"Noah Private Wealth Management had a landmark year in 2016, recording considerable growth in both HNW client numbers and the transaction value of wealth management products, while expanding its reach throughout China and overseas. Especially notable is Noah's rigorous due diligence process that ensures that clients are presented with best-in-class opportunities," commented by the *Asian Private Banker's* Judging Panel.

The winners of the Awards for Distinction were selected by Asian Private Banker's Judging Panel, utilizing an independent, objective and rigorous quantitative and qualitative selection methodology employed since the awards' first inception in 2011. The private banks and wealth managers who exhibit adaptability in a constantly changing industry, proficiency in the craft of private banking, and attentiveness to client needs are most qualified to win these awards. For further information regarding the 2016 awards and detailed selection methodology, please visit: <https://asianprivatebanker.com/awards/awards-for-distinction-2016/>.

ABOUT NOAH HOLDINGS LIMITED

Founded in 2005, Noah Holdings Limited (NYSE: NOAH) is a leading wealth and asset management services provider with a focus on global services for high net worth individuals, enterprises and institutions in China. In the third quarter of 2016, Noah distributed over RMB23.9 billion (US\$3.6 billion) of wealth management products. As of September 30, 2016, through its asset management arm Gopher Asset Management, Noah had assets under management of RMB114.8 billion (US\$17.2 billion).

Noah distributes a wide array of wealth management products, including fixed income products, private equity fund products, mutual fund products and insurance products. Noah also develops and manages financial products denominated in both domestic (RMB) and foreign currencies, including real estate funds and real estate funds of funds, private equity funds of funds, secondary market equity funds of funds and fixed income funds of funds through Gopher Asset Management. In addition, in June 2014, the Company launched a proprietary internet finance platform to provide financial products and services to aspiring high-net-worth individuals in China. Noah delivers customized financial solutions to clients through a network of 1,095 relationship managers across 173 branches and sub-branches in 71 cities in China, and serves the international investment needs of its clients through wholly owned subsidiaries in Hong Kong and the United States. The Company's wealth management business had 130,491 registered clients as of September 30, 2016.

For more information please visit Noah at ir.noahwm.com.

SAFE HARBOR STATEMENT

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, quotations from management in this announcement, as well as Noah's strategic and operational plans, contain forward-looking statements. Noah may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about Noah's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause Noah's actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: its goals and strategies; its future business development, financial condition and results of operations; the expected growth of the wealth management market in China and internationally; the expansion of its business into the United States; its expectations regarding demand for and market acceptance of the products it distributes; its expectations regarding keeping and strengthening its relationships with key clients; relevant government policies and regulations relating to its industry; its ability to attract and retain qualified employees; its ability to stay abreast of market trends and technological advances; its plans to invest in research and development to enhance its product choices and service offerings; competition in its industry in China and internationally; general economic and business conditions in China; and its ability to effectively protect its intellectual property rights and not to infringe on the intellectual property rights of others. Further information regarding these and other risks is included in Noah's filings with the U.S. Securities and Exchange Commission, including its annual reports on Form 20-F. All information provided in this press release and in the attachments is as of the date of this press release, and Noah does not undertake any obligation to update any such information, including forward-looking statements, as a result of new information, future events or otherwise, except as required under the applicable law.

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