UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K	

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of March 2024

Commission file number: 001-34936

Noah Holdings Limited

1226 South Shenbin Road Shanghai 201107 People's Republic of China +86 (21) 8035-8292 (Address of Principal Executive Offices)

 $Indicate\ by\ check\ mark\ whether\ the\ registrant\ files\ or\ will\ file\ annual\ reports\ under\ cover\ Form\ 20-F.$

Form 20-F ⊠

Form 40-F □

EXHIBIT INDEX

Exhibit 99.1	Notification Letter to Registered Shareholders and Reply Form - Arrangement of Electronic Dissemination of Corporate Communications
Exhibit 99.2	Notification Letter to Non-registered Shareholders and Reply Form - Arrangement of Electronic Dissemination of Corporate Communications

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Noah Holdings Limited

By: /s/ Qing Pan

Name: Qing Pan
Title: Chief Financial Officer

Date: March 4, 2024

Noah Holdings

Noah Holdings Private Wealth and Asset Management Limited 諾亞控股私人財富資產管理有限公司

(Incorporated in the Cayman Islands with limited liability under the name Noah Holdings Limited and carrying on business in Hong Kong as Noah Holdings Private Wealth and Asset Management Limited)

(於開曼群島以諸亞控股有限公司名義以有限責任註冊成立,並
以諸亞控股私人財富資產管理有限公司於香港經營業務)

(Stock Code 股份代號: 6686)

March 4, 2024

Dear registered shareholder(s),

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") under the expansion of paperless listing regime and electronic dissemination of corporate communications that came into effect on 31 December 2023, Noah Holdings Private Wealth and Asset Management Limited (the "Company") is writing to inform you that the Company has adopted electronic dissemination of corporate communications (the "Corporate Communications"), which mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at <u>ir.noahgroup.com</u> and the HKEXnews website at <u>www.hkexnews.hk</u> in place of printed copies.

Solicitation of electronic contact details

To ensure timely receipt of the Actionable Corporate Communications. (Note), the Company recommends you provide your email address by scanning your personalized QR code printed on the enclosed reply form (the "Reply Form"). Alternatively, you may sign and return the Reply Form to the Company's Hong Kong share registrar (the "Share Registrar"), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong.

If the Company does not receive a functional email address in your reply, until such time that the functional email address is provided to the Share Registrar, the Company will send the Actionable Corporate Communications (Note) in printed form in the future.

If you want to receive the Corporate Communications in printed form, please complete and return the Reply Form on the reverse side to the Share Registrar or send an email to noah.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter.

Should you have any queries relating to this letter, please contact the Share Registrar at noah.ecom@computershare.com.hk.

By order of the Board Noah Holdings Private Wealth and Asset Management Limited Jingbo Wang

Chairwoman of the Board

Note: Actionable Corporate Communication is any corporate communication that seeks instructions from issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities holder.

各位登記股東:

以電子方式發布公司通訊之安排

根據自 2023 年 12 月 31 日起生效的擴大無紙化上市機制及以電子方式發布公司通訊規定下香港聯合交易所有限公司證券上市規則 (「上市規則」)第 2.07 條,諾亞控股私人財富資產管理有限公司(「公司」)謹此通知 閣下,公司已採用以電子方式發布公司通訊(「公司通訊」)之安排,該公司通訊是指公司為向其任何證券持有人提供資訊或提醒其採取行動而發布或將要發布的任何文件,包括但不限於(a)董事報告、年度帳目以及審計報告副本以及(如適用)財務摘要報告; (b)中期報告及其中期報告摘要(如適用);(c)會議通知; (d)上市文件;(e)通函;和(f)委任表格。

請注意,所有未來公司通訊的英文版和中文版將在公司網站 <u>ir.noahgroup.com</u>和披露易網站 <u>www.hkexnews.hk</u> 上提供,以代替印刷本。 徵集電子聯絡資料

為確保及時收到可供採取行動的公司通訊^(開注),公司建議 閣下透過掃描本函背頁之回條(「**回條**」)上列印的 閣下專屬二維碼來提供 閣下的電子郵件地址。或者, 閣下也可以簽署回條並交回公司的香港股份過戶登記處(「**股份通戶處**」)香港中央證券登記有限公司,地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。

如果公司沒有收到 閣下的有效電子郵件地址,直至股份過戶處收到 閣下有效的電子郵件地址前,本公司未來將以印刷本形式發送 可供採取行動的公司通訊^(ma)。

若 閣下希望收取公司通訊之印刷版,請填妥本函背頁之回條並交回股份過戶處,或發送電子郵件至 noah.ecom@computershare.com.hk,並註明 閣下的姓名、地址以及收取公司通訊印刷版的要求。 請注意,收取未來公司通訊印刷版之指示由收悉 閣下指示當日起計一年內有效,此後將過期。

如 閣下對本函件有任何疑問,請發送電子郵件至 noah.ecom@computershare.com.hk 向股份過戶處查詢。

承董事會命

諾亞控股私人財富資產管理有限公司

董事長

汪靜波

二零二四年三月四日

附註:可供採取行動的公司通訊指任何涉及要求發行人的證券持有人指示其擬如何行使其有關證券持有人的權利的公司通訊。

REPLY	FORM	回條
KELLI	LOKM	

Computershare Hong Kong Investor Services Limited

(The "Share Registrar") 17M Floor, Hopewell Centre

183 Queen's Road East, Wanchai, Hong Kong

(Please choose ONLY ONE of the options below) (請從以下選項中只選擇其中一項)

香港中央證券登記有限公司 致: (「股份過戶處」)

香港灣仔皇后大道東 183 號 合和中心 17M 樓

Option 1: Provide your email address for receipt of future Actionable Corporate

發佈可供採取行動的未來公司通訊(###.3)

Communications(Note 3) of the Company via electronic dissemination by scanning your personalized QR code 選項1: 掃描 閣下專屬二維碼提供 閣下之電子郵件地址·以接收公司通過電子方式

> You are NOT required to return this Reply Form if you choose Option 1. 如選擇了選項1. 閣下無須交回本回條。

Personalized QR Code 專屬二維碼

Option 2: I/we hereby provide my/our email address in writing for company (the "Company") via electronic dissemination	or receipt of future Actionable Corporate Communications ^(Note 3) of the following listed
	以確保收到以下上市公司 (「公司」) 通過電子方式發佈可供採取行動的未來公司通訊 (^{附註 3)}
Name of Securities holder(s) 證券持有人姓名:	Name of the listed company 上市公司名稱:
	Noah Holdings Private Wealth and Asset Management Limited 諾亞控股私人財富資產管理有限公司
Email address 電郵地址: (Note 3 / 附註 3)	

Option 3: I/we hereby request for receipt of Corporate Communications* in printed form (Please mark "\"" in the below box if applicable)	
邇項3: 本人/吾等現要求收取公司通訊*印刷版 (如適用·請在以下方格內劃上「✓」號)	
receive future Corporate Communications* in printed copy and noted that this instruction is valid only for one year starting from the receipt date of instruction. (Note 5) 收取未來公司通訊*的印刷本·並已知悉本指示由收取指示日期起計一年內有效。(常於5)	

Signature(s): (Note 1) 簽名:(附註1)

Contact number: 聯絡電話號碼:

日期:

Notes 形式。 1. Please complete all your details clearly. If your shares are held in juist names, all of the joint shareholders should jointly sign this Reply Form in order to be valid, 國際起源受 國下之所完實料,即繼續名政策,例本回修進出所再總名政策聯合簽署,方為完成。

- 南海逆角度 第一人の可見中、30年80日成果、日本日本田田の万年日本東日 2. 本収 Reply Form with no signature or notherwise incorrectly completed will be void. 任何回修若未再搭署或在其他方面構築不正確、資本回修將畫作務。 3. If the Company does not receive a functional email address in your reply, the Comp
- 的公司機能。

 4 If you provide more than one email address by QR code, email, reply form and/or other means, only the latest one email address provided will be registered 河 場下透過二酸槽、複形。回路及河域地方不过现实系统一层的槽子都市地址,只有 原子面接近的槽子都市地址将推进所靠在研究设置。

 5. If you mark ** " is the bots in Option 3, no email address will be registered and only Corporate Communications" is printed form will be received.

 河 属下在獲得 3 方径的第三、** | 1. 两个面积离子都市地址接近上,只有公司通路*的回路在面被收置。

 中心

- For the avoidance of doubt, the Company does not accept any other instru 勘免存疑。在本回錄上的任何額外指示、公司將不予盡理。
- nts issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to the an Compart, Internity report, notice of meeting, Circular and proxy form.

 除來另有註明,公司通訊乃指公司已發出或將予發出以供其任何維持的持有人参照或採取行動的任何文件,其中包括但不開於年報,中期報告,會議通告,通過及代表委任表格。

PERSONAL INFORMATION COLLECTION STATEMENT 収集個人資料整明

- mpany to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by law and
- Your Personal Data may be disclosed or brandered by the Company to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by law and will be retained for such personal on a may be necessary for our verification and record purposes.

 公司司就任何所规则的所接或在法师规定的确定下,第 實下的個人資料按關或轉移股空间的開墾公司,股份通后或,及成其检公司重覆管,适所在编集制度回数转银人资料种模量及配费用途。

 父司司就任何所规则的所接或在法师规定的确定下,第 實下的個人資料按關或轉移股空间的開墾公司,股份通后或,及成其检公司重覆管,适所在编集制度回数转银人资料种模量及配费用途。

 You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing, by mail to the Hong Kong Privacy Officer of the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email at privacy Officer count in the provision of the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email at privacy Officer count in the provision of the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email at privacy Officer count in the provision of the PDPO. Any such request East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong Kong or by email at Queen's Road East, Wanchai, Hong K

Mailing Label 郵客標質

Computershare Hong Kong Investor Services Limited 香港中央證券登記有限公司 Freepost No. 簡便回郵號碼: 37 Hong Kong 香港

Please cut the mailing label and stick it on an envelope to return this form to us.

No postage is necessary if posted in Hong Kong.

黨 限下寄回此回條約,調將郭寄標顧夠贴於信封上,如在本港投寄,關下無獨支付報賣或貼上翻票。

Noah Holdings

Noah Holdings Private Wealth and Asset Management Limited 諾亞控股私人財富資產管理有限公司

(Incorporated in the Cayman Islands with limited liability under the name Noah Holdings Limited and carrying on business in Hong Kong as Noah Holdings Private Wealth and Asset Management Limited)

(於開曼群島以諸亞控般有限公司名義以有限責任註冊成立,並
以諸亞控般私人財富資產管理有限公司於香港經營業務)

(Stock Code 股份代数: 6686)

March 4, 2024

Dear non-registered shareholder(s),

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") under the expansion of paperless listing regime and electronic dissemination of corporate communications that came into effect on 31 December 2023, Noah Holdings Private Wealth and Asset Management Limited (the "Company") is writing to inform you that the Company has adopted electronic dissemination of corporate communications (the "Corporate Communications"), which mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at ir.noahgroup.com and the HKEXnews website at www.hkexnews.hk in place of printed copies. You need to proactively check the Company's website and the HKEXnews website to keep up with the publication of Corporate Communications.

You should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your Shares are held (collectively, the "Intermediaries") and provide your email address to your Intermediaries.

If you want to receive the Corporate Communications in printed form, please complete and return the Reply Form on the reverse side to the Company's Hong Kong share registrar (the "Share Registrar"), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong or send an email to noah.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form.

Should you have any queries relating to this letter, please contact the Share Registrar at noah.ecom@computershare.com.hk.

By order of the Board
Noah Holdings Private Wealth and Asset Management Limited
Jingbo Wang
Chairwoman of the Board

各位非登記股東:

以電子方式發布公司通訊之安排

根據自 2023 年 12 月 31 日起生效的擴大無紙化上市機制及以電子方式發布公司通訊規定下香港聯合交易所有限公司證券上市規則 (「上市規則」)第 2.07 條,諾亞控股私人財富資產管理有限公司(「公司」)謹此通知 閣下,公司已採用以電子方式發布公司通訊(「公司通訊」)之安排,該公司通訊是指公司為向其任何證券持有人提供資訊或提醒其採取行動而發布或將要發布的任何文件,包括但不限於(a)董事報告、年度帳目以及審計報告副本以及(如適用)財務摘要報告; (b)中期報告及其中期報告摘要(如適用);(c)會議通知; (d)上市文件; (e)通函;和 (f)委任表格。

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閣下應聯絡代 閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算(代理人)有限公司(統稱「中介公司」),並向 閣下的中介公司提供 閣下的電子郵件地址。

若 閣下希望收取公司通訊之印刷版,請填妥本函背頁之回條並交回公司的香港股份過戶登記處(「**股份過戶處**」)香港中央證券登記有限公司,地址為香港灣仔皇后大道東 183 號合和中心 17M 樓或發送電子郵件至 <u>noah.ecom@computershare.com.hk</u>,並註明 閣下的姓名、地址以及收取公司通訊印刷版的要求。

如 閣下對本函件有任何疑問,請發送電子郵件至 noah.ecom@computershare.com.hk 向股份過戶處查詢。

承董事會命

諾亞控股私人財富資產管理有限公司

董事長

汪靜波

二零二四年三月四日

REPLY	FORM	回條

Computershare Hong Kong Investor Services Limited

(The "Share Registrar") 17M Floor, Hopewell Centre 183 Queen's Road East, Wanchai, Hong Kong 香港中央證券登記有限公司 (「股份過戶處」) 香港灣仔皇后大道東 183 號 合和中心 17M 樓

REMINDER 提示

As a non-registered shareholder, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your shares are held (collectively, the "Intermediaries") and provide your email address to your Intermediaries.

閣下應聯絡 閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算(代理人)有限公司(統稱「中介公 司」),並向 閣下的中介公司提供 閣下的電子郵件地址。

	Communications" in printed form / cable) (如總用・調在以下方格内劃上「ヾ」號)	要求收取公司通訊 [*] 印刷版	
Name of the listed company (the "Co 上市公司(「公司」)名稱:	mpany"): Noah Holdings Private Wealth 諾亞控股私人財富資產管理有		
I/we would like to receive fu 本人/我們欲收取未來公司	ture Corporate Communications* in printed form. 到通訊 [*] 的印刷版。		
Name(s) of non-registered holder(s 非登記股東姓名:):	Signature(s): 簽名:	
	(Please use ENGLISH BLOCK LETTERS 請用英文正動境寫)		
Contact number:		Date:	
聯絡電話號碼:		日期:	

- This letter is addressed to non-registered holder(s) ("Non-registered holder" means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that such person or company wishes to receive Corporate Communications*)。 此函件乃向本公司之非世紀數集(「非世紀數集」指股份存放於中央結算及交收系統的人士或公司・已透過香港中央結算有限公司不時向本公司發出通知・表示徵收取公司通訊")發出,
- Please complete all your details clearly. 講 閣下清楚填妥所有資料。
- 商 南下河戸東京バアスマ・ Any form with no box marked (*), with no signature or otherwise incorrectly completed will be void. 別在本表館未向在方橋内劃上「▼」號・或未向簽署・或在其他方面填寫不正確。別本表格將南作祭。 Robe Form
- Mは中央は不列はアガロア銀上・マーカ 完成不列載者、北社学形プ画明書で上版・彩中なは初期下版。 For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form. 海免存援・在本回線上的任何額外指示・公司將不予選擇。 Unless otherwise specified, Corporate Communications refer to any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to the annual report, interim report, notice of meeting, circular and proxy form. 除非另有註明·公司通訊乃指公司已發出或將予發出以供其任何證券的特有人参照或採取行動的任何文件·其中包括但不限於年報、中期報告、會議通告、通函及代表委任表格。

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- (i) "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO").
 本聲明中所雅的「個人資料」與音激法例第 486 章 (個人資料 在語)條例)(「《私隱條例)」)中「個人資料」的涵義相同。

 (ii) Your Personal Data provided in this Reply Form will be used in connection with the Company's electronic dissemination of Corporate Communications. Your supply of Personal Data to the Company is on a voluntary basis. In case of a failure to provide sufficient information, the Company may not be able to proce as your instructions and/or requests as stated in this Reply

| | 圖下於本回條所提供的個人資料將用於有關公司以電子方式發布公司通訊的事宜上。 閣下是自顧向本公司提供個人資料。若 閣下未能提供足夠資料,本公司可能無法處理 閣下在

- 本回接上所述的獨示及/或要求。

 (iii) Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by Jaw and will be retained for such period as may be necessary for our verification and record purposes.

 公司可就任何所說明的用途或在法例規定的情況下,將 關下的個人資料按露或轉移給公司的附屬公司、股份過戶處、及或其他公司或圖體・並將在總當期間保留該等個人資料作 公司可就任何所能 核實及紀錄用途。
- (iv) You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing, by mail to the Hong Kong Privacy Officer of the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by

email at <u>PrivacyOfficer@computershare.com.hk.</u> 閣下有權根據《私應條例》的條文查閱及/或修改 閣下的個人資料。任何該等查閱及/或修改個人資料的要求均須以書面方式到寄至股份過戶處(地址為香港灣仔皇后大道東 183 com.hk 號合和中心 17M 樓) 向香港隱私主任提出,或發送電郵至 PrivacyOffi

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