

Form 144

FORM 144/A

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144/A: Filer Information

Filer CIK 0001512837
Filer CCC XXXXXXXX
Previous Accession Number Of The Filing 0001104659-23-098224
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144/A: Issuer Information

Name of Issuer Noah Holdings Ltd
SEC File Number 001-34936
Address of Issuer 1226 South Shenbin Road
Shanghai
CHINA
201107
Phone 86-21-8035-8082
Name of Person for Whose Account the Securities are To Be Sold JIA INVESTMENT CO., LTD

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director, 5% Stockholder

144/A: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
ADSs, every two ADSs representing one ordinary share	BOCI Securities Limited 18/F, Low Block, Grand Millennium Plaza 181 Queen's Road Central Hong Kong K3 000000	400000	4984000.00	63891150	09/25/2023	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144/A: Securities To Be Sold

Title of the	Date you	Nature of	Name of	Is	Date	Amount of	Date of	Nature of
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Class	Acquired	Acquisition Transaction	Person from Whom Acquired	this a Gift?	Donor Acquired	Securities Acquired	Payment	Payment *
Ordinary Shares	10/14/2010	Acquired before the initial public offering	Noah Holdings Limited	<input type="checkbox"/>		2200000	10/14/2010 cash	

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144/A: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
JIA INVESTMENT CO., LTD Drake Chambers, P.O. Box 3321 Road Tortola British Virgin Island D8 VG 1110	ADSs, every two ADSs representing one ordinary share	09/19/2023	100	1241.00

144/A: Remarks and Signature

Remarks Correction filed to reflect change of broker; The expected sale period is from 2023/09/25 to 2023/09/30.
Date of Notice 09/21/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature /s/ Chia Yue Chang

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)