

Form 144

FORM 144

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

## 144: Filer Information

Filer CIK 0001512837  
Filer CCC XXXXXXXXX  
Is this a LIVE or TEST Filing?  LIVE  TEST

### Submission Contact Information

Name  
Phone  
E-Mail Address

## 144: Issuer Information

Name of Issuer Noah Holdings Limited  
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 and principal shareholder

## 144: 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	Noah Holdings (Hong Kong) Limited 34/F Tower Two Times Square 1 Matheson Street Causeway Bay K3 000000	50300	657421.00	63891150	09/18/2023	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: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired	Is this a Gift?	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
ADSs, every two ADSs representing one ordinary share	02/04/2013	Acquired under 2010 Share Incentive Plan	Noah Holdings Limited	<input type="checkbox"/>		40000	02/04/2017	cashless
ADSs, every two ADSs representing one ordinary share	07/01/2017	Acquired under 2010 Share Incentive Plan	Noah Holdings Limited	<input type="checkbox"/>		5500	07/01/2021	cashless
ADSs, every two ADSs representing one ordinary share	09/01/2018	Acquired under 2017 Share Incentive Plan	Noah Holdings Limited	<input type="checkbox"/>		4800	09/01/2022	cashless

\* 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: Securities Sold During The Past 3 Months

Nothing to Report

## 144: Remarks and Signature

Remarks expected sale from 9/18 2023 to 9/30 2023  
Date of Notice 09/15/2023

### 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)**