

Noah Holdings Ltd
Form 6-K
August 15, 2018

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 August 2018

Commission File Number: 001-34936

Noah Holdings Limited

No. 1687 Changyang Road, Changyang Valley, Building 2

Shanghai 200090, People's Republic of China

(86) 21 8035 9221

(Address of Principal Executive Offices)

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Indicate by check mark whether the registrant the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F

Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

SIGNATURES

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/ Shang-yan Chuang
Shang-yan Chuang
Chief Financial Officer

Date: August 15, 2018

EXHIBIT INDEX

Exhibit 99.1 Press Release

3

Noah Holdings Limited to Announce Second Quarter 2018 Financial Results on Tuesday, August 28, 2018

Earnings Conference Call to be held on Tuesday, August 28, 2018 at 8:00 p.m. (U.S. Eastern) / Wednesday, August 29, 2018 at 8:00 a.m. (Hong Kong)

SHANGHAI, August 14, 2018 Noah Holdings Limited (Noah or the Company) (NYSE: NOAH), a leading wealth and asset management service provider in China with a focus on global investment and asset allocation services for high net worth individuals and enterprises, today announced that it will release its unaudited financial results for the second quarter 2018 after the U.S. market closes on Tuesday, August 28, 2018. The earnings release will be available on the investor relations section of the Company's website at <http://ir.noahwm.com>.

Following the earnings announcement, the Company's senior management will host a combined English and Chinese language conference call to discuss the Company's financial results and recent business activities. The conference call may be accessed with the following details:

Conference call details

Date/Time Tuesday, August 28, 2018 at 8:00 p.m., U.S. Eastern Time
Wednesday, August 29, 2018 at 8:00 a.m., Hong Kong Time

Dial in details

- United States Toll Free +1-866-311-7654
- Mainland China Toll Free 4001-201-203
- Hong Kong Toll Free 800-905-945
- International +1-412-317-5227

Conference Title Noah Holdings Second Quarter 2018 Earnings Call

Participant Password Noah Holdings

A telephone replay will be available starting one hour after the end of the conference call until September 4, 2018 at +1-877-344-7529 (US Toll Free) or +1-412-317-0088 (International Toll). The replay access code is 10123267.

A live and archived webcast of the conference call will be available at Noah's investor relations website under the News & Events section at <http://ir.noahwm.com>.

ABOUT NOAH HOLDINGS LIMITED

Noah Holdings Limited (NYSE: NOAH) is a leading wealth and asset management service provider in China with a focus on global investment and asset allocation services for high net worth individuals and enterprises. In the first quarter of 2018, Noah distributed RMB27.8 billion (US\$4.4 billion) of financial products. Through Gopher Asset Management, Noah had assets under management of RMB156.9 billion (US\$25.0 billion) as of March 31, 2018.

Noah's wealth management business primarily distributes onshore and offshore fixed income, private equity, secondary market equity and insurance products. Noah delivers customized financial solutions to clients through a network of 1,386 relationship managers across 263 branches and sub-branches in 81 cities in mainland China, and serves the international investment needs of its clients through offices in Hong Kong, Taiwan, United States, Canada and Australia. The Company's wealth management business had 196,927 registered clients as of March 31, 2018. As a leading alternative asset manager in China, Gopher Asset Management manages private equity, real estate, secondary market equity, credit and other investments denominated in Renminbi and other currencies. The Company also

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provides other financial services, including online wealth management, lending services and payment technology services.

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

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