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ENTERPRISE DEVELOPMENT HOLDINGS LIMITED

企展控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1808)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that, based on the financial information currently available, it is anticipated that the Group will continue to record a loss for the six months ended 30 June 2013.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

This announcement is made by Enterprise Development Holdings Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the “SFO”).

The board of directors (the “Directors”) of the Company (the “Board”) wishes to inform the shareholders (the “Shareholders”) and potential investors of the Company that, based on the financial information currently available, it is anticipated that the Group will continue to record a loss for the six months ended 30 June 2013 for the reason that the gross profit is not sufficient to offset the distribution expenses and general and administrative expenses.

As the Company is still in the process of finalizing the interim results for the six months ended 30 June 2013, the information contained in this announcement is only based on the preliminary assessment by the management of the Group with reference to financial information currently available, and that the actual results for the Group may be different from what is disclosed in this announcement. Further details of the Group’s performance will be disclosed in the interim results announcement of the Company for the six months ended 30 June 2013 to be published on 27 August 2013.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Enterprise Development Holdings Limited
Jia Bowei
Chairman

Hong Kong, 16 August 2013

As at the date of this announcement, the Board comprises three executive Directors, namely Mr. Jia Bowei (Chairman), Mr. Lam Kwan Sing (Chief Executive Officer) and Mr. King Pak Fu, and three independent non-executive Directors, namely Mr. Lam Ting Lok, Ms. Hu Gin Ing and Mr. Zhang Xiaoman.