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PROFIT WARNING

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

The Board wishes to inform shareholders of the Company and potential investors that it is expected that the consolidated net loss of the Group for the six months ended 30 June 2013 will increase as compared to the corresponding six months ended 30 June 2012. This announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2013, which have not been audited and may be subject to adjustments.

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

This announcement is made by Founder Holdings Limited (the “**Company**”, together with its subsidiaries as 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 the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company and potential investors that it is expected that the consolidated net loss of the Group for the six months ended 30 June 2013 will increase as compared to the corresponding six months ended 30 June 2012.

The expected loss for the six months ended 30 June 2013 is primarily due to the effect of (including but not limited to): (i) increase in operating expenses; and (ii) decrease in revenue as results of decrease in sales of software development and systems integration for non-media sector.

The information contained in this announcement is based only on the preliminary review of the unaudited consolidated management accounts of the Group, which has not been reviewed or confirmed by the Company's auditors. The Group expects to announce its unaudited interim results for the six months ended 30 June 2013 in late August 2013.

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

By order of the Board of
Founder Holdings Limited
Fang Zhong Hua
Chairman

Hong Kong, 16 August 2013

As at the date of this announcement, the board of directors of the Company comprises executive directors of Mr Fang Zhong Hua (Chairman), Professor Xiao Jian Guo (Deputy Chairman), Professor Yang Bin (President), Ms Yi Mei, Mr Li Sheng Li and Ms Liu Yu Xiao, and the independent non-executive directors of Mr Li Fat Chung, Ms Wong Lam Kit Yee and Mr Fung Man Yin, Sammy.

* *For identification purpose only*