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21 Holdings Limited

21 控股有限公司*

(incorporated in Bermuda with limited liability)

(stock code: 1003)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and Inside Information Provisions of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors that the Group expects to record a decrease of approximately 90% in the consolidated net loss for the six months ended 30 June 2014 as compared to HK\$28.4 million for the six months ended 30 June 2013.

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

This announcement is made by 21 Holdings Limited (the “Company”) and its subsidiaries (the “Group”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and Inside Information Provisions of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group expects to record a decrease of approximately 90% in the consolidated net loss for the six months ended 30 June 2014 as compared to HK\$28.4 million for the six months ended 30 June 2013. This decrease is mainly attributable to the absence of amortisation of intangible assets of HK\$5.7 million, impairment loss on intangible assets of HK\$9.3 million and impairment loss on goodwill of HK\$12.3 million recorded in the six months ended 30 June 2013.

** for identification purpose only*

The Company is still in the process of finalizing the results of the Group for the six months ending 30 June 2014. The interim results announcement of the Company for the six months ending 30 June 2014 will be released on 22 August 2014. The information contained in this announcement is only a preliminary assessment by the management of the Company and is not based on any figures or information which have been confirmed or reviewed by the Company's auditors.

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

By Order of the Board
21 Holdings Limited
Lei Hong Wai
Chairman

Hong Kong, 20 August 2014

As at the date of this announcement, the Board comprises Mr. Lei Hong Wai (Chairman), Mr. Ng Kai Man and Mr. Cheung Kwok Fan as executive directors and Ms. Chio Chong Meng, Mr. Wong Tak Chuen and Mr. Man Kong Yui as independent non-executive directors.