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# king fook holdings limited 景福集團有限公司

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 280)**

(the “Company”)

## **PROFIT WARNING**

Preliminary assessment of the unaudited operating results of the Group for the six months ended 30 September 2013 indicates that the Group would suffer loss for such period mainly as a result of the unfavorable market condition, leading to a decrease in gross profit margin.

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

The directors of the Company announce 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) that preliminary assessment of the unaudited operating results of the Company and its subsidiaries (the “Group”) for the six months ended 30 September 2013 indicates that the Group would suffer loss for such period mainly as a result of the unfavorable market condition, leading to a decrease in gross profit margin.

The information contained in this announcement is based only on the management’s preliminary assessment after reviewing the Group’s unaudited consolidated management accounts for the five months ended 31 August 2013 and its business performance for the month ended 30 September 2013.

**Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Yeung Ping Leung, Howard**  
Chairman

Hong Kong, 4 October 2013

*As at the date of this announcement, the executive directors of the Company are Mr. Yeung Ping Leung, Howard, Mr. Tang Yat Sun, Richard, Mr. Cheng Ka On, Dominic, Mr. Yeung Bing Kwong, Kenneth and Ms. Fung Chung Yee, Caroline; the non-executive director is Mr. Wong Wei Ping, Martin; and the independent non-executive directors are Mr. Lau To Yee, Mr. Cheng Kar Shing, Peter, Mr. Chan Chak Cheung, William, Mr. Ho Hau Hay, Hamilton, Mr. Sin Nga Yan, Benedict and Mr. Cheng Kwok Shing, Anthony.*