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(Incorporated in Hong Kong with limited liability)

(Stock Code: 280)

Interim results For the six months ended 30th September, 2011

The Board of Directors of King Fook Holdings Limited (the "Company") announces that the unaudited consolidated profit of the Company and its subsidiaries (the "Group") attributable to the shareholders of the Company for the six months ended 30th September, 2011 amounted to HK\$11,313,000.

CONSOLIDATED INCOME STATEMENT

		Unaudit Six months ended 3 2011	
	Note	HK\$'000	HK\$'000
Revenue Cost of sales	4	696,791 (489,691)	524,454 (381,465)
Gross profit Other operating income Distribution and selling costs Administrative expenses Other operating expenses		207,100 8,244 (153,464) (39,972) (4,671)	142,989 10,168 (96,369) (37,776) (692)
Operating profit Finance costs Share of loss of a jointly controlled entity		17,237 (1,594) (23)	18,320 (1,183) (83)
Profit before taxation Taxation	5 6	15,620 (4,302)	17,054 (3,320)
Profit for the period		11,318	13,734
Profit for the period attributable to: Shareholders of the Company Minority interests		11,313 5 11,318	13,701 33 13,734
Earnings per share for profit attributable to the shareholders of the Company during the period - Basic (HK cents)	8	2.6 cents	3.1 cents

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	Unaudited		
	Six months ended 30th September		
	2011	2010	
	HK\$'000	HK\$'000	
Profit for the period	11,318	13,734	
Other comprehensive income			
Change in fair value of available-for-sale investments	(75,378)	30,079	
Exchange translation differences	1,155	1,167	
Other comprehensive income for the period	(74,223)	31,246	
Total comprehensive income for the period	(62,905)	44,980	
Total comprehensive income for the period attributable to:			
Shareholders of the Company	(62,910)	44,947	
Minority interests		33	
	(62,905)	44,980	

CONSOLIDATED BALANCE SHEET

ASSETS AND LIABILITIES	Note	Unaudited As at 30th September, 2011 HK\$'000	Audited As at 31st March, 2011 HK\$'000
Non-current assets		27 542	40.026
Property, plant and equipment Investment properties		37,542 774	40,836 790
Interests in jointly controlled entities Available-for-sale investments		161 012	22
Other assets		161,912 2,196	237,386 2,196
		202,446	281,230
Current assets			
Inventories		857,968	800,689
Debtors, deposits and prepayments	9	171,501	142,370
Amount due from a jointly controlled entity Investments at fair value through profit or loss		2,348 13,175	20,009
Trust bank balances held on behalf of clients		2,071	1,914
Cash and cash equivalents		63,704	69,799
		1,110,767	1,034,781
Current liabilities			
Creditors, deposits received, accruals and deferred income	10	123,634	116,209
Amount due to a jointly controlled entity		22	22
Taxation payable Gold loans, unsecured		7,150 30,912	4,485 27,042
Bank loans, unsecured		141,832	81,166
		303,550	228,924
Net current assets		807,217	805,857
Total assets less current liabilities		1,009,663	1,087,087
Non-current liabilities			
Bank loans, unsecured Provision for long service payments		55,000	65,000 1,431
Provision for long service payments		393	
		55,393	66,431
Net assets		954,270	1,020,656
CAPITAL AND RESERVES Capital and reserves attributable to the shareholders of the Company			
Share capital Other reserves		108,768 203,130	108,768 277,353
Retained profits		203,130	211,333
Proposed dividend Others		653 641,570	3,481 630,910
Minority interests		954,121 149	1,020,512 144
Minority microsis			
		954,270	1,020,656

Note:

1. BASIS OF PREPARATION

The interim financial report has been prepared in accordance with Hong Kong Accounting Standard ("HKAS") 34, *Interim Financial Reporting*, issued by the Hong Kong Institute of Certified Public Accountants (the "HKICPA") and the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"). It has been prepared in accordance with the same accounting policies adopted in the Group's annual financial statements for the year ended 31st March, 2011, except for the adoption of the revised or amended Hong Kong Financial Reporting Standards ("HKFRSs") (which include individual Hong Kong Financial Reporting Standards and Interpretations) as disclosed in note 2 below.

The interim financial report is unaudited, but has been reviewed by BDO Limited in accordance with Hong Kong Standard on Review Engagements 2410, *Review of Interim Financial Information Performed by the Independent Auditor of the Entity*, issued by the HKICPA. It does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's annual financial statements for the year ended 31st March, 2011.

2. ADOPTION OF REVISED OR AMENDED HKFRSs

In the current period, the Group has applied for the first time the following revised or amended HKFRSs issued by the HKICPA, which are relevant to and effective for the Group's financial statements for the annual financial period beginning on 1st April, 2011:

HKFRSs (Amendments) Improvements to HKFRSs 2010 HKAS 24 (Revised) Related Party Disclosures

2.1 Amendment to HKAS 34: Interim Financial Reporting

It emphasises the existing disclosure principles in HKAS 34 and adds further guidance to illustrate how to apply these principles. Greater emphasis has been placed on the disclosure principles for significant events and transactions. Additional requirements cover disclosure of changes to fair value measurement (if significant), and the need to update relevant information from the most recent annual report. The change only results in additional disclosure.

2.2 Amendment to HK(IFRIC) - Interpretation 13: Customer Loyalty Programmes

It clarifies that the "fair value" of award credits should take into account the amount of discounts or incentives that would otherwise be offered to customers who have not earned award credits from an initial sale, and any expected forfeitures.

2.3 Adoption of HKAS 24 (Revised): Related Party Disclosures

It clarifies and simplifies the definition of related parties. It also provides for a partial exemption of related party disclosure to government-related entities for transactions with the same government or entities that are controlled, jointly controlled or significantly influenced by the same government.

The adoption of these revised or amended HKFRSs had no material impact on how the results and financial positions for the current and prior periods have been prepared and presented.

3. SEGMENT INFORMATION

The Group's reporting segments are as follows:

- (a) Retailing, bullion trading and diamond wholesaling
- (b) Securities broking(c) Construction services
- (d) All others

Unaudited For the six months ended 30th September, 2011	Retailing, bullion trading and diamond wholesaling HK\$'000	Securities broking HK\$'000	Construction services HK\$'000	All others HK\$'000	Inter- segment elimination HK\$'000	Total HK\$'000
Revenue From external customers Inter-segment sales	656,487	2,372	32,693	5,239 10	(10)	696,791
Reportable segment revenue	656,487	2,372	32,693	5,249	(10)	696,791
Interest income Finance costs Depreciation Share of loss of a jointly controlled entity	48 (4,851) (5,870) (23)	49 - (94) 	(234) (313)	(27)	- - -	97 (5,085) (6,304)
Reportable segment results Corporate income Corporate expenses Dividend income Fair value change of investments at fair value through profit or loss held for trading Profit before taxation	18,538	(3,570)	(2,143)	1,002	-	13,827 30,076 (30,463) 5,990 (3,810) 15,620
Unaudited At 30th September, 2011 Reportable segment assets Corporate assets Available-for-sale investments Investments at fair value through profit or loss Total assets per	1,030,999	30,601	40,150	7,041	-	1,108,791 29,335 161,912 13,175
consolidated balance sheet Reportable segment liabilities Corporate liabilities Taxation payable Total liabilities per consolidated balance sheet	116,552	7,653	12,794	7,723	-	1,313,213 144,722 207,071 7,150 358,943

3. SEGMENT INFORMATION (Continued)

	Retailing, bullion trading and diamond wholesaling HK\$'000	Securities broking HK\$'000	Construction services HK\$'000	All others HK\$'000	Inter- segment elimination HK\$'000	Total HK\$'000
Unaudited For the six months ended 30th September, 2010						
Revenue From external customers Inter-segment sales	504,291	2,760	13,271	4,132 19	(19)	524,454
Reportable segment revenue	504,291	2,760	13,271	4,151	(19)	524,454
Interest income Finance costs Depreciation Share of loss of a jointly controlled entity	157 (5,649) (3,508)	(153)	(71) (244) (83)	(31)	- - -	200 (5,720) (3,936) (83)
Reportable segment results Corporate income Corporate expenses Dividend income Fair value change of investments at fair value through profit or loss held for trading	17,125	(2,246)	(1,004)	429	-	14,304 25,122 (28,760) 6,852
Profit before taxation						17,054
Audited At 31st March, 2011						
Reportable segment assets Corporate assets Available-for-sale investments Investments at fair value through profit or loss	947,012	40,591	20,085	8,768	-	1,016,456 42,160 237,386 20,009
Total assets per consolidated balance sheet						1,316,011
Reportable segment liabilities Corporate liabilities Taxation payable	101,102	18,378	6,832	10,483	-	136,795 154,075 4,485
Total liabilities per consolidated balance sheet						295,355

No geographical information is presented as more than 90% of the Group's revenue and assets are derived from activities in Hong Kong.

The Group did not have a concentration of reliance on any single customer under each of the segments.

4. REVENUE

The Group is principally engaged in gold ornament, jewellery, watch, fashion and gift retailing, bullion trading, securities broking and diamond wholesaling. Revenue, which includes the Group's turnover and other revenue, recognised during the period comprised the following:

	Unaudited	
	Six months ended 30th September,	
	2011	2010
	HK\$'000	HK\$'000
Turnover		
Gold ornament, jewellery, watch, fashion and gift retailing	636,200	484,040
Bullion trading	15,428	16,794
Commission from securities broking	2,372	2,760
Diamond wholesaling	4,859	3,457
	658,859	507,051
Other revenue		
Revenue on construction contracts	32,693	13,271
Income from provision of travel related products and services	5,239	4,132
	37,932	17,403
Total revenue	696,791	524,454

5. PROFIT BEFORE TAXATION

Profit before taxation is arrived at after charging and crediting:

	Unaudited	
	Six months ended 30th September,	
	2011	2010
	HK\$'000	HK\$'000
Charging:		
Cost of inventories, including	489,132	382,709
- provision for and write down of inventories to net realisable		
value	2,043	1,410
- reversal of write down of inventories	(4,968)	(4,370)
Depreciation of property, plant and equipment	6,813	4,583
Depreciation of investment properties	16	17
Fair value change of investments at fair value through profit or loss		
held for trading	3,810	464
Foreign exchange loss, net	678	-
Loss on write off/disposal of property, plant and equipment	22	207
Operating lease charges in respect of properties	103,812	60,748
Operating lease charges in respect of furniture and fixtures	309	153
Outgoings in respect of investment properties	31	42
Provision for impairment losses of debtors		
- provided against allowance account	160	21
Crediting:		
Dividend income	5,990	6,852
Foreign exchange gain, net	-	2,053
Interest income from financial assets at amortised cost Rental income	303	356
- owned properties	330	381
- operating sub-leases	15	-
Reversal of provision for impairment loss of interest in a jointly		
controlled entity	1,224	-
Write back of provision for long service payments	965	_

The reversal of write down of inventories arose from inventories that were sold subsequently.

6. TAXATION

Hong Kong profits tax has been provided at the rate of 16.5% (2010: 16.5%) on the estimated assessable profit for the period. Taxation on overseas profits has been calculated on the estimated assessable profit for the period at the rates of taxation prevailing in the jurisdictions in which the Group operates.

The amount of taxation charged to the consolidated income statement represents:

Unaudit	Unaudited Six months ended 30th September,		
Six months ended 30			
2011	2010		
HK\$'000	HK\$'000		
4,286	3,316		
16	4		
4,302	3,320		
	Six months ended 30 2011 HK\$'000 4,286		

7. DIVIDEND

(a) Dividend attributable to the period

	Unaudited Six months ended 30th September,	
	2011 HK\$'000	2010 HK\$'000
Interim dividend declared after the interim period end of HK0.15 cent (note (ii)) (2010: HK0.2 cent (note (i))) per ordinary share	653	870_

Note:

- (i) At a meeting held on 18th November, 2010, the Board of Directors declared an interim dividend of HK0.2 cent per ordinary share for the year ended 31st March, 2011. This interim dividend was paid on 20th December, 2010 and was reflected as an appropriation of retained profits for the year ended 31st March, 2011.
- (ii) At a meeting held on 25th November, 2011, the Board of Directors declared an interim dividend of HK0.15 cent per ordinary share for the year ending 31st March, 2012. This proposed interim dividend is not reflected as dividend payable in the interim financial report, but will be reflected as an appropriation of retained profits for the year ending 31st March, 2012.

(b) Dividend attributable to the previous financial year

	Unaudited Six months ended 30th September,	
	2011 HK\$'000	2010 HK\$'000
2011 final dividend of HK0.8 cent per ordinary share (2010: 2010 final dividend of HK1.2 cents per ordinary share)	3,481	5,221

8. EARNINGS PER SHARE

The calculation of basic earnings per share is based on the profit attributable to the shareholders of the Company of HK\$11,313,000 (six months ended 30th September, 2010: HK\$13,701,000) and on 435,071,650 (2010: 435,071,650) ordinary shares in issue during the period.

Diluted earnings per share for the six months ended 30th September, 2011 was not presented as there were no dilutive potential ordinary shares during the period (six months ended 30th September, 2010: Nil).

9. DEBTORS, DEPOSITS AND PREPAYMENTS

	Unaudited 30th September, 2011 HK\$'000	Audited 31st March, 2011 HK\$'000
Trade debtors Other receivables Deposits and prepayments	55,061 37,377 67,063	48,980 28,435 52,955
Insurance claim receivable	12,000	12,000
	171,501	142,370
The ageing analysis of the trade debtors, based on the invoice dat	es, was as follows:	
	Unaudited 30th September,	Audited 31st March,

	Unaudited	Audited
	30th September,	31st March,
	2011	2011
	HK\$'000	HK\$'000
Within 30 days	31,199	38,458
31 - 90 days	13,354	2,214
More than 90 days	10,508	8,308
	55,061	48,980

The trade debtors as at 30th September, 2011 consisted of receivables from customers of the securities broking business amounting to HK\$5,161,000 (at 31st March, 2011: HK\$17,804,000), the credit terms of which were in accordance with the securities broking industry practice. The remaining balance of trade debtors was normally due within three months.

10. CREDITORS, DEPOSITS RECEIVED, ACCRUALS AND DEFERRED INCOME

	Unaudited 30th September, 2011 HK\$'000	Audited 31st March, 2011 HK\$'000
Trade payables Other payables and accruals Dividend payable Deposits received and deferred income Other provision	58,489 50,380 3,481 10,609 675	38,620 64,025 - 12,889 675
	123,634	116,209
The ageing analysis of the trade payables, based on the invoice	Unaudited 30th September, 2011 HK\$'000	Audited 31st March, 2011 HK\$'000

44,050

12,584

1,855

58,489

35,972

996

1,652

38,620

Interim dividend

Within 30 days

More than 90 days

31 - 90 days

The Board of Directors has resolved the payment of an interim dividend of HK0.15 cent (for the year ended 31st March, 2011: HK0.2 cent) per ordinary share for the year ending 31st March, 2012, payable to all shareholders whose names appear on the Register of Members of the Company on 28th December, 2011. The interim dividend will be paid on or about 5th January, 2012.

Closure of Register of Members

The Register of Members of the Company will be closed from Wednesday, 21st December, 2011 to Wednesday, 28th December, 2011, both days inclusive, during which period no transfer of shares will be effected.

All transfers, accompanied by the relevant share certificates, must be lodged with the Company's share registrar, Computershare Hong Kong Investor Services Limited, at 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, not later than 4:30 p.m. on Tuesday, 20th December, 2011 in order to qualify for the interim dividend above mentioned.

Business review and prospects

The operating environment of the Group during the period under review continued to be challenging. The revenue of the Group increased by 32.9% to HK\$696,791,000 over the same period last year mainly due to the growth in turnover of its gold ornament, jewellery, watch, fashion and gift retail business as a result of the continued strong demands of visitors from Mainland China. However, the consolidated profit attributable to the shareholders of the Company for the six months ended 30th September, 2011 decreased by 17.4% from HK\$13,701,000 to HK\$11,313,000, mainly caused by the substantial increase in lease rental of the retail shops. As a result of the unfavourable equity market conditions caused by the uncertainty of the EU sovereign debt crisis and concern of double-dipped US economy, an unfavourable change of HK\$75,378,000 in fair value of the Group's available-for-sale investment for the period under review was recorded as opposed to a favourable change of HK\$30,079,000 for the same period last year. The total comprehensive income for the period fell substantially by HK\$107,885,000 to a negative income of HK\$62,905,000 from a positive income of HK\$44,980,000 for the previous period.

During the period under review, the Group participated in a wide spectrum of marketing activities and publicity campaigns to strengthen its brand positioning which covered the Group's exclusive jewellery brands from Italy such as Annamaria Cammilli, Palmiero and Mattia Cielo. The highlights of such activities included an exclusive jewellery exhibition of the latest collection of Mattia Cielo at Mandarin Oriental, Hong Kong, an exclusive preview of Annamaria Cammilli's jewellery including the latest 2011 Basel collection at Four Seasons Hotel Hong Kong and a private banquet held by Palmiero at Grand Hyatt Hong Kong. The Group also participated in the "Extravagant Simplicity" Fund-raising Gala for Crossroads Foundation hosted by the renowned Hong Kong fashion designer Barney Cheng in May 2011.

In view of the possible adverse effects of the uncertain economic conditions in Europe and the US on Mainland China and Hong Kong, the management expects that the operating environment for the Group will continue to be challenging and competition within the luxury goods retail sector will remain keen. In view of such circumstances, the management will closely evaluate the overall business outlook and will adjust its pace of development accordingly. The Group will also be more prudent in cost management and strive to optimise its internal resources in order to achieve a higher degree of cost-efficiency.

Purchase, sale or redemption of shares

Neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's shares during the six months ended 30th September, 2011.

Code on Corporate Governance Practices

The Company is committed to maintaining high standard corporate governance practices. It met all the code provisions in the Code on Corporate Governance Practices set out in Appendix 14 to the Listing Rules at any time during the six months ended 30th September, 2011 except that the non-executive directors were not appointed for a specific term but each of them is subject to retirement by rotation at annual general meetings of the Company at least once every three years in accordance with the Articles of Association of the Company.

Review by auditor and audit committee

The unaudited interim financial results of the Company for the six months ended 30th September, 2011 have been reviewed by BDO Limited, the auditor of the Company, in accordance with Hong Kong Standard on Review Engagements 2410 issued by the HKICPA.

The audit committee of the Company has reviewed with the management of the Group the accounting policies and practices adopted by the Group, its internal control and financial reporting matters and the unaudited interim financial results for the six months ended 30th September, 2011.

By Order of the Board Yeung Ping Leung, Howard Chairman

Hong Kong, 25th November, 2011

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 directors are Mr. Wong Wei Ping, Martin, Mr. Ho Hau Hay, Hamilton, Mr. Sin Nga Yan, Benedict and Mr. Yeung Ka Shing; and the independent non-executive directors are Mr. Lau To Yee, Mr. Cheng Kar Shing, Peter and Mr. Chan Chak Cheung, William.