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KINGMAKER FOOTWEAR HOLDINGS LIMITED

信星鞋業集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 01170)

POSITIVE PROFIT ALERT

This announcement is made by Kingmaker Footwear Holdings Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Company and its subsidiaries (collectively, the “**Group**”), the Group is expected to record a significant increase in profit for the year ended 31 March 2013, as compared to that for the year ended 31 March 2012. The expected increase is mainly attributable to:–

1. improvement in the operating result for the year ended 31 March 2013, as compared to that for the year ended 31 March 2012;
2. an increase in revaluation gain of investment properties; and
3. fair value gain on derivative financial instruments, as a result of the continuing appreciation of the Renminbi in the second half of this financial year, as compared to fair value loss incurred in 2012.

This announcement is only based on preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 March 2013. The auditors of the Company have not completed the review and audit of the relevant financial information and such information may be subject to any final adjustments and confirmation by the Company’s auditors. Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for the year ended 31 March 2013, which is expected to be published on or before 30 June 2013.

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

By order of the Board
Kingmaker Footwear Holdings Limited
Mr. Chen Ming-Hsiung, Mickey
Chairman

Hong Kong, 10 June 2013

As of the date of this announcement, the Board consists of four executive Directors, namely Mr. CHEN Ming Hsiung, Mickey, Mdm. HUANG Hsiu Duan, Helen, Mr. KIMMEL Phillip Brian and Mr. WONG Hei Chiu; two non-executive Directors, namely Mr. CHOW Wing Kin, Anthony and Mr. CHAN Ho Man, Daniel; and three independent non-executive Directors, namely Mr. TAM King Ching, Kenny, Mr. YUNG Tse Kwong, Steven and Ms. CHAN Mei Bo, Mabel.

* *For identification purposes only*