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REORIENT GROUP LIMITED
瑞東集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 376)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that based on the information currently available to the Board, the Group is expected to record a substantially higher level of loss for the six month period ended 30 June 2012 as compared with the last corresponding period in 2011.

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

This announcement is made by Reorient Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders (the “Shareholders”) and potential investors of the Company that based on the information currently available to the Board, the Group is expected to record a substantially higher level of loss for the six month period ended 30 June 2012 as compared with the last corresponding period in 2011.

The substantial increase in the level of net loss of the Group compared to the corresponding period of last year is mainly attributable to the recent downturn of stock market which affected our brokerage commission revenue, the increased staff costs and administrative expenses associated with our increased operations, product and service expansion, and the legal fees for defending litigation against our staff.

This profit warning is only a preliminary assessment by the Board based on the information currently available, which have not been reviewed nor audited by the Company's auditors. The Company is in the process of finalizing the Group's results for the six month period ended 30 June 2012. Shareholders and potential investors are advised to read carefully the announcement of the official interim results of the Group for the six month period ended 30 June 2012, which is expected to be released by August 2012.

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

By Order of the Board
Reorient Group Limited
Jim Pak Keung, Patrick
Company Secretary

Hong Kong, 12 July 2012

As at the date of this announcement, the Board comprises Mr. Ko Chun Shun, Johnson, Mr. Jason Boyer, Mr. Brett McGonegal, Mr. Chen Shengjie, Ms. Ko Wing Yan, Samantha, Ms. Angelina Kwan and Mr. Tsoi Tong Hoo, Tony (who are executive directors), and Mr. Liu Zhengui, Mr. Ding Kebai, and Mr. Chu Chung Yue, Howard (who are independent non-executive directors).