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## **DAN FORM HOLDINGS COMPANY LIMITED**

*(Incorporated in Hong Kong with limited liability)*

(Stock Code : 271)

### **PROFIT WARNING**

This announcement is made by the Company pursuant to Inside Information Provisions under Part XIVA of the SFO and Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that based on the preliminary assessment of the Group's unaudited consolidated management accounts for the year ended 31 December 2013 and information currently available to the Board, the Group expects to record a significant decrease in profit for the year ended 31 December 2013 as compared to the profit for the year ended 31 December 2012.

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

This announcement is made by Dan Form Holdings Company Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Inside Information Provisions (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the “**SFO**”) and Rule 13.09 of the Listing Rules.

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group expects to record a significant decrease in the Group's profit for the year ended 31 December 2013 as compared to the Group's profit for the year ended 31 December 2012. Based on the preliminary assessment of the Group's unaudited consolidated management accounts for the year ended 31 December 2013 and information currently available to the Board, to the best knowledge of the Directors, although the Group's revenue and cash position for the year ended 31 December 2013 as compared to those for the year ended 31 December 2012 have been improved, there might be significant decreases in fair value on revaluation of the Group's investment properties including the properties held by the Group's associated companies. As a result, the Group's profit for the year ended 31 December 2013 might be significantly

decreased. The extent of the decrease in profit has yet to be ascertained as at the date of this announcement.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group for the year ended 31 December 2013 and information currently available and such information has not been finalized and/or confirmed by the auditor of the Company. Shareholders and potential investors are advised to read carefully the final results announcement of the Company for the year ended 31 December 2013 which is expected to be announced on 28 March 2014.

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

By Order of the Board  
**Dan Form Holdings Company Limited**  
**Dai Xiaoming**  
*Chairman*

Hong Kong, 14 March 2014

*As at the date of this announcement, the Board comprised Mr. Dai Xiaoming as Executive Director, Mr. Kenneth Hiu King Kon as a Non-Executive Director, and Mr. Jesse Nai Chau Leung, Dr. Xiang Bing and Mr. Edward Shen as Independent Non-Executive Directors.*