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## **Ming Kei Holdings Limited** **明基控股有限公司\***

*(incorporated in the Cayman Islands and continued in Bermuda with limited liability)*  
**(Stock Code: 8239)**

### **PROFIT WARNING**

This announcement is made pursuant to Rule 17.10 of the GEM Listing Rule.

The Board wishes to inform the shareholders of the Company and potential investors that based on the Management Accounts, it is expected that the net loss of the Group for the six months ended 30 September 2010 is expected to increase significantly as compared with that for the corresponding period in 2009.

The information as contained in this announcement is only the preliminary assessment by the Company based on the Management Accounts which has not been confirmed nor audited by the Company's auditors.

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

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of the Ming Kei Holdings Limited (the “**Company**”) and its subsidiaries (collectively referred to as the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The Group is principally engaged in investment holding and property investment in Hong Kong and the People's Republic of China (the “**PRC**”) and business of general trading in the PRC respectively.

\* For identification purposes only

The Board wishes to inform the shareholders of the Company and potential investors that based on the Group's unaudited consolidated management accounts for the six months ended 30 September 2010 (the "**Management Accounts**"), it is expected that the net loss of the Group for the six months ended 30 September 2010 is expected to increase significantly as compared with that for the corresponding period in 2009.

Such expected increase of the net loss of the Group for the six months ended 30 September 2010 were mainly attributable by (i) nil revenue was recorded on the corresponding prior period ended for the business of general trading as it was only commenced on October 2009, (ii) increased of the administrative expenses and (iii) the recorded of loss on disposal of 49% equity interests in the Star Fortune International Investment Company Limited (the "Star Fourtune").

Reference are made to the announcement and circular of the Company dated 5 July 2010 and 23 July 2010 respectively in relation to the very substantial disposal involving disposal of 49% equity interests in the Star Fortune.

Despite the Management Accounts is expected to record a significant increase in net loss of the Group for the six months ended 30 September 2010 as compared with that for the corresponding period in 2009. The Board considers that the Group's overall financial positions are healthy and the Board remains positive on the prospects of the Group. Notwithstanding the foregoing, for the six months ended 30 September 2010, the Board confirms that the Group makes no investment in any financial derivatives, foreign exchange contracts, interest or currency swaps, hedgings or other financial arrangements for hedging purposes to reduce any currency risk nor made any over-the counter contingent forward transactions. The Board would like to emphasize that the Group's financial positions remain stable and has sufficient cash resources to meet its present and future cash flow requirements. The Board will constantly keep reviewing the Group's strategies and operations with a view to improve its business performance and Company's shareholders' return.

The Company is still in the process of finalizing the Group's interim results for the six months ended 30 September 2010. The information as contained in this announcement is only the preliminary assessment by the Company based on the Management Accounts which has not been confirmed nor audited by the Company's auditors.

Shareholders and potential investors of the Company should read the interim results' announcement for the six months ended 30 September 2010 carefully, which is expected to be published on 9 November 2010.

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

By order of the Board of  
**Ming Kei Holdings Limited**  
**Mr. Tsang Ho Ka, Eugene**  
*Chief Executive Officer and Executive Director*

Hong Kong, 27 October 2010

*As at the date of this announcement, the Company's executive Directors are Ms. Yick Mi Ching Dawnibilly and Mr. Tsang Ho Ka, Eugene, the Company's non-executive Director is Mr. Wong Wai Sing and the Company's independent non-executive Directors are Mr. Sung Wai Tak, Herman, Mr. Kwok Kam Tim and Mr. Kinley Lincoln James Lloyd.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the GEM website on the "Latest Company Announcements" page for at least 7 days from the date of its posting and the Company's website at [www.mingkeiholdings.com](http://www.mingkeiholdings.com).*