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CEC-COILS®
CEC INTERNATIONAL HOLDINGS LIMITED
CEC 國際控股有限公司*
(Incorporated in Bermuda with limited liability)
(Stock Code: 759)

PROFIT WARNING

This announcement is made by the Company pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the latest unaudited consolidated management accounts of the Company and as compared with the consolidated profit attributable to equity holders of the Company recorded for the year ended 30 April 2015, it is expected that the Group will record loss for the year ended 30 April 2016.

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

This announcement is made by CEC International Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to the Inside Information Provisions (as defined in 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 (Chapter 571 of the laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the latest unaudited consolidated management accounts of the Company and as compared with the consolidated profit attributable to equity holders of the Company recorded for the year ended 30 April 2015, it is expected that the Group will record loss for the year ended 30 April 2016. The expected loss for the year is primarily attributable to:

- 1) fair value loss of approximately HK\$9,732,000 (2015: gain of HK\$10,732,000) included on the consolidated income statement for investment properties carried at fair value recorded for the year; and

- 2) the underestimation by the Group on the scale of downturn in local retail market conditions resulting from the rapid slow down in economic conditions, the revenue growth of our retail business for the period is lower than expected and the growth is also lower than the increase in operating costs.

The Company has yet to finalise the audited annual results of the Group for the year ended 30 April 2016. The information contained in this announcement is only based on the preliminary assessment with reference to the information currently available, which have not been reviewed or audited by the Company's auditors or the audit committee of the Company and subject to adjustment. The actual annual results of the Group for the year ended 30 April 2016 may be different from disclosure made in this announcement. Shareholders and potential investors are advised to read carefully the annual results announcement of the Company for the year ended 30 April 2016, which is expected to be published by the end of July 2016.

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

By Order of the Board
Lam Wai Chun
Chairman

Hong Kong, 22 June 2016

As at the date of this announcement, the board of directors of the Company comprises three executive Directors, namely Mr. Lam Wai Chun, Ms. Tang Fung Kwan and Mr. Ho Man Lee; and three Independent Non-executive Directors, namely Mr. Au Son Yiu, Mr. Goh Gen Cheung and Mr. Chan Chiu Ying.

* *For identification purpose only*