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ENTERPRISE DEVELOPMENT HOLDINGS LIMITED

企展控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1808)

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 of the Company that, based on the preliminary review of the management accounts of the Group for the six months ended 30 June 2012, the Group anticipates that the interim results of the Group for the six months ended 30 June 2012 will record a loss.

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

This announcement is made by Enterprise Development Holdings Limited (the “Company” and 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 of the Company (the “Shareholders”) and potential investors of the Company that, based on the preliminary review of the management accounts of the Group for the six months ended 30 June 2012, it is anticipated that the interim results of the Group for the six months ended 30 June 2012 will record a loss. The expected loss was mainly attributable to a loss on reversal of change in fair value of promissory note in prior years due to the redemption during the period.

As the Company is still in the process of finalizing the interim results for the six months ended 30 June 2012, the information contained in this announcement is only based on the preliminary assessment by the Board with reference to the management accounts of the Group and that the actual results for the Group may be different from what is disclosed in this announcement. Further details of the Group’s performance will be disclosed in the interim results announcement of the Company for the six months ended 30 June 2012 which is scheduled to be published by the end of August 2012.

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

By Order of the Board
Enterprise Development Holdings Limited
King Pak Fu
Chairman

Hong Kong, 10 August 2012

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. King Pak Fu (Chairman), Mr. Jia Bowei (Chief Executive Officer), Mr. Tsang To and Mr. Lam Kwan Sing, and three independent non-executive Directors, namely Mr. Lam Ting Lok, Ms. Hu Gin Ing and Mr. Zhang Xiaoman.