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## HERALD HOLDINGS LIMITED

興利集團有限公司\*

*(Incorporated in Bermuda with limited liability)*

(Stock Code : 114)

### 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 the Group is expected to record a significant decrease in the net profit attributable to Shareholders for the six months ended 30 September 2010 as compared to the same period in 2009.

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

This announcement is made by Herald 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 that the Group is expected to record a significant decrease in the net profit attributable to Shareholders for the six months ended 30 September 2010 as compared to the same period in 2009. Based on the information currently available, the Board considers that the decrease is mainly due to the following factors:

- (i) The Group’s net realised and unrealised gains on trading securities for the six months ended 30 September 2010 dropped substantially from those of HK\$25 million in the same period last year.
- (ii) Both sales volume and profit margin of the Toys Division declined in the first half of the fiscal year amid stiff competition among toy manufacturers.

The Company is still in the process of finalizing the Group’s interim results for the six months ended 30 September 2010. The information contained in this announcement is only based on the Company’s preliminary review of the management accounts of the Group, which have not been audited or reviewed by the Company’s auditors. Further

details of the Group's performance will be disclosed as and when the interim results of the Group for the six months ended 30 September 2010 are announced.

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

By order of the Board  
**Herald Holdings Limited**  
**Cheung Tsang Kay Stan**  
*Chairman*

*Hong Kong, 9 November 2010*

*As at the date of this announcement, the Board comprises Messrs. Cheung Tsang Kay Stan, Robert Dorfman, Thong Yeung Sum Michael and Tang King Hung as executive directors, Mr. Chang Dong Song as non-executive director and Messrs. David Tai Chong Lie-A-Cheong, Yeh Man Chun Kent and Ng Tze Kin David as independent non-executive directors.*

*\*For identification only*