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king fook holdings limited 景福集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 280)

(the “Company”)

PROFIT WARNING

Preliminary assessment of the unaudited operating results of the Group for the six months ended 30 September, 2014 indicates that the Group would suffer loss for such period mainly as a result of a decrease in turnover and a drop in gross profit margin due to the unfavorable market conditions.

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

The directors of the Company announce pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined in the Listing Rules) that preliminary assessment of the unaudited operating results of the Company and its subsidiaries (the “Group”) for the six months ended 30 September, 2014 indicates that the Group would suffer loss for such period mainly as a result of a decrease in turnover and a drop in gross profit margin due to the unfavorable market conditions.

The information contained in this announcement is based only on the management’s preliminary assessment after reviewing the Group’s unaudited consolidated management accounts for the six months ended 30 September, 2014. The Group’s interim results are subject to further review by the management and have not been finalised. Therefore the actual results of the Group for the six months ended 30 September, 2014 may differ from the information contained in this announcement.

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

By Order of the Board
Yeung Ping Leung, Howard
Chairman

Hong Kong, 7 November, 2014

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Ping Leung, Howard, Mr. Tang Yat Sun, Richard, Mr. Cheng Ka On, Dominic, Mr. Yeung Bing Kwong, Kenneth and Ms. Fung Chung Yee, Caroline; the non-executive director is Mr. Wong Wei Ping, Martin; and the independent non-executive directors are Mr. Lau To Yee, Mr. Cheng Kar Shing, Peter, Mr. Ho Hau Hay, Hamilton, Mr. Sin Nga Yan, Benedict and Mr. Cheng Kwok Shing, Anthony.