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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)

PROFIT WARNING FURTHER ANNOUNCEMENT

Reference is made to the Announcements and the Profit Warning Announcement.

The Company would like to draw the attention of the Shareholders and potential investors of the Company that the Profit Warning as set out in the Profit Warning Announcement does not meet the standard required by Rule 10 of the Takeovers Code.

Shareholders and potential investors of the Company should exercise caution in placing reliance on the Profit Warning in assessing the merits and demerits of the Possible Transaction and/or when dealing in the Company's securities.

Reference is made to the announcements of King Fook Holdings Limited (the “**Company**”) dated 13 June 2014, 11 July 2014, 11 August 2014 and 11 September 2014 and 10 October 2014 respectively (the “**Announcements**”) in relation to Yeung Chi Shing Estates Limited, the controlling shareholder of the Company, being approached by several potential investors for possible acquisition of its shareholding in the Company, which, if materialised, may lead to a change in control of the Company (the “**Possible Transaction**”).

Reference is also made to the announcement issued by the Company (together with its subsidiaries, the “**Group**”) dated 7 November 2014 (the “**Profit Warning Announcement**”) in respect of the expected net loss suffered by the Group for the six months ended 30 September 2014 (the “**Profit Warning**”). Unless otherwise defined, capitalised terms used herein shall have the same meanings as defined in the Announcements and the Profit Warning Announcement.

The Company would like to draw the attention of the Shareholders and potential investors of the Company that the Profit Warning as set out in the Profit Warning Announcement constitutes a profit forecast under Rule 10 of the Takeovers Code and would need to be reported on by both the Company's financial adviser and its accountants or auditor in accordance with Rule 10.4 of the Takeovers Code.

Given the time constraints when issuing the Profit Warning Announcement, the Company would like to draw the attention of the Shareholders and potential investors of the Company that the Profit Warning as set out in the Profit Warning Announcement does not meet the standard required by Rule 10 of the Takeovers Code.

The reports on the Profit Warning as required under Rule 10 of the Takeovers Code will be contained in the next document to be sent to the Shareholders by the Company on the Possible Transaction (if any) (other than any monthly announcement(s) setting out the progress of the Possible Transaction to be made by the Company pursuant to Rule 3.7 of the Takeovers Code), if the Company has not yet made its interim results announcement for the six months ended 30 September 2014 at the time when such document is issued.

Shareholders and potential investors of the Company should exercise caution in placing reliance on the Profit Warning in assessing the merits and demerits of the Possible Transaction and/or when dealing in the Company's securities.

By Order of the Board of
King Fook Holdings Limited
Yeung Ping Leung, Howard
Chairman

Hong Kong, 10 November 2014

The directors of the Company jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

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.