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MATRIX

MATRIX HOLDINGS LIMITED

美力時集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1005)

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 it is expected that the unaudited results of the Group for the six months ended 30th June, 2012 may record a loss as compared to a profit for the six months ended 30th June, 2011.

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

This announcement is made by Matrix Holdings Limited (the “Company”, 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 it is expected that the unaudited results of the Group for the six months ended 30th June, 2012 may record a loss as compared to a profit for the six months ended 30th June, 2011. Based on the information currently available, the Board considers that the loss is principally due to the decrease of sales volume during the period under review. Due to the global economic uncertainty, some customers adopted the conservative approach to place orders in the second half year 2012 rather than the first half 2012.

The information in this announcement is based on the preliminary assessment by the management of the Company after reviewing and considering the unaudited management accounts of the Company. The consolidated results of the Group for the six months ended 30th June, 2012 have not yet been finalized and thus the Board is not in a position to quantify the exact financial effects at this stage. Further details of the Group performance will be disclosed as and when the interim results of the Group for the six months ended 30th June, 2012 are announced.

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

By order of the Board
Cheng Yung Pun
Chairman

Hong Kong, 14th August, 2012

As at the date of this announcement, the Board comprises Mr. Cheng Yung Pun, Mr. Arnold Edward Rubin, Mr. Yu Sui Chuen, Ms. Cheng Wing See, Nathalie, Mr. Cheung Kwok Sing, Mr. Leung Hong Tai, Mr. Tsang Chung Wa and Mr. Tse Kam Wah as executive Directors and Dr. Loke Yu alias Loke Hoi Lam, Mr. Mak Shiu Chung, Godfrey and Mr. Wan Hing Pui as independent non-executive Directors.

** For identification purpose only*