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PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform shareholders of the Company and potential investors that it is expected that the results of the Group for the six months ended 30 June 2013 will show an unaudited profit as compared to the consolidated net loss for the corresponding six months ended 30 June 2012, primarily due to the one-off negative goodwill arising from the acquisition of the subsidiaries by the Group.

As the result of the Group for the six months ended 30 June 2013 have not been finalized or audited and the figures are subject to adjustments and further review by the Company, the Board is not in a position to quantify the exact financial effects at this stage. This profit alert announcement is only based on the preliminary unaudited consolidated management accounts of the Group for the six months ended 30 June 2013, which have not been audited and may be subject to adjustments.

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

This announcement is made by EC-Founder (Holdings) Company Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) pursuant to Rule 13.09 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the “**SFO**”).

The board (the “**Board**”) of directors (“**Directors**”) of the Company wishes to inform shareholders of the Company and potential investors that it is expected that the results of the Group for the six months ended 30 June 2013 will show an unaudited profit as compared to the consolidated net loss for the corresponding six months ended 30 June 2012. The Directors are of the view that such increase is primarily due to the net effect of (including but not limited to) (i) the one-off negative goodwill arising from the acquisition of the subsidiaries by the Group; (ii) increase in operating expenses of subsidiaries newly acquired; (iii) decrease in revenue and profit generated from the operating activities of the Group; and (iv) provision for a fine for late payment of the Chinese customs duties as disclosed in the announcement dated 1 August 2013.

As the results of the Group for the six months ended 30 June 2013 have not been finalized or audited and the figures are subject to adjustments and further review by the Company, the Board is not in a position to quantify the exact financial effects at this stage. Further details of the results of the Group will be disclosed in the Company’s announcement of the interim results which is expected to be published in or around the end of August 2013. This profit alert announcement is only based on the preliminary unaudited consolidated management accounts of the Group for the six months ended 30 June 2013, which have not been audited and may be subject to adjustments.

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

By order of the Board of
EC-Founder (Holdings) Company Limited
Yu Li
Chairwoman

Hong Kong, 5 August 2013

As at the date of this announcement, the board of directors of the Company comprises executive directors of Ms Yuli (Chairwoman), Mr Fang Hao (President), Mr Zhou Bo Qin, Mr Zhang Zhao Dong, Mr Xie Ke Hai and Mr Zheng Fu Shuang, and the independent non-executive directors of Mr Li Fat Chung, Ms Wong Lam Kit Yee and Ms Cao Qian.

* *For identification purpose only*