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WINOX

WINOX HOLDINGS LIMITED

盈利時控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 6838)

PROFIT WARNING

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 the Shareholders and potential investors that the Group is expected to record a significant decrease in profit for the Year as compared with that for the Corresponding Year. The information contained in this announcement represents a preliminary assessment based on the information made available to the Board as at the date hereof and such information or figure has not been audited or reviewed by the auditor of the Company.

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

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

The board of directors of the Company (“**Board**”) wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on the preliminary review on the unaudited consolidated management accounts of the Group for the ten months ended 31 October 2013 and the information currently available to the Board, the Group is expected to record a significant decrease in profit for the year ending 31 December 2013 (“**Year**”) as compared with that reported for the corresponding year ended 31 December 2012 (“**Corresponding Year**”). Such decrease in profit was attributable to (i) the decrease in sales as a result of the slow down of market demand for premium watches and other premium products; (ii) the escalated staff and labour cost; (iii) the cost of additional resources for the development of our mobile phone cases and parts product segment; and (iv) the appreciation of Renminbi.

The information contained in this announcement represents a preliminary assessment based on the information made available to the Board as at the date hereof and such information or figure has not been audited or reviewed by the auditor of the Company. The final results announcement of the Group for the Year is expected to be published before the end of March 2014.

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

By Order of the Board
Yiu Hon Ming
Chairman and Managing Director

Hong Kong • 5 December 2013

As at the date of this announcement, the Board of the Company comprises (a) three executive directors, namely, Mr. Yiu Hon Ming, Ms. Law Wai Ping and Mr. Chau Kam Wing Donald; (b) one non-executive director, namely, Mr. Au Wai Ming; and (c) three independent non-executive directors, namely, Mr. Ma Weihua, Mr. Carson Wen and Professor Wong Lung Tak Patrick.