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Noble House (China) Holdings Limited

名軒(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8246)

PROFIT WARNING

This announcement is made by Noble House (China) Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 17.10(2) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “Board”) of directors (the “Directors”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on the preliminary review of the unaudited financial information of the Group, the Group is expected to record a loss after tax for the six months ended 30 June 2013 as compared to a profit after tax for the corresponding period in 2012.

Based on the information available for the time being, the Board considers that the anticipated loss after tax for the six months ended 30 June 2013 was primarily attributable to the decrease in the Group’s revenue mainly as a result of the effect from the issuance of a set of regulations and restrictions to promote frugality and curb waste by the PRC government in February 2013.

This announcement is made solely based on the preliminary assessment by the management of the Group on the unaudited financial information of the Group for the six months ended 30 June 2013 which is still in the process of being finalised and is not reviewed or audited by the Company's auditors. Further details of the Group's financial performance will be provided in the interim results of the Group for the six months ended 30 June 2013, which is expected to be published on or before 14 August 2013.

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

By order of the Board
Noble House (China) Holdings Limited
Chan Tai Neng
Chairman and executive Director

Hong Kong, 23 July 2013

As at the date of this announcement, the executive Directors are Mr. Chan Tai Neng, Mr. Chan Meng Hou and Mr. Cheung Chi Keung and the independent non-executive Directors are Mr. Wang Zhi Zhong, Mr. Tse Wai Chuen, Tony and Mr. Chan Chun Sing.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM Website at www.hkgem.com and, in the case of the announcement, on the "Latest Company Announcements" page for at least 7 days from the date of its posting. This announcement will also be published on the Company's website at www.noblehouserestaurant.cn.