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朗力福®

LONGLIFE GROUP HOLDINGS LIMITED

朗 力 福 集 團 控 股 有 限 公 司

(Incorporated in Cayman Islands with limited liability)

(Stock code: 8037)

PROFIT WARNING

This announcement is made by Longlife Group Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 17.10 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, Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Director**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the Company is expected to continue to record a loss for the twelve months ended 30 September 2013. Such loss was mainly attributable to (i) the loss on the financial assets at fair value through profit or loss of approximately HK$24 million; (ii) the increasing pressure on the cost of sales, including labour costs and raw material costs; and (iii) the decrease in the selling price for certain products due to fierce competition in the People's Republic of China, which has resulted in a drop in the gross profit margin.

The information contained in this announcement is only based on the preliminary assessment by the Board according to the management accounts of the Group for the period under review which has not been confirmed nor audited by the auditors of the Company. The Group is still in the process of finalizing the results for the twelve months ended 30 September 2013. The unaudited consolidated results of the Group for the twelve months ended 30 September 2013 are expected to be announced on 12 November 2013.

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

By Order of the Board
Longlife Group Holdings Limited
LEUNG Pak Hou Anson
Executive Director

Hong Kong, 6 November 2013

As at the date of this announcement, the executive Directors are Mr. CHEUNG Hung (Chairman), Mr. LEUNG Pak Hou Anson and Ms. CHEN Miaoping (Chief Executive Officer); and the independent non-executive Directors are Mr. YEUNG Chi Tit, Mr. KWOK Shun Tim and Mr. LEUNG Ka Fai.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquires, 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 "Latest Company Announcement" page of the GEM website at www.hkgem.com for a minimum period of seven days from the day of its posting and on the website of the Company at www.longlife.com.hk.