

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



DX.com Holdings Limited

DX.com控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8086)

PROFIT WARNING

This announcement is made by DX.com 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 based on information currently available, despite the expected increase in the revenue of the Group for the three months ended 30 September 2013 as compared to the three months ended 30 September 2012, the Group is expected to record a notable decrease in its unaudited consolidated profit for the three months ended 30 September 2013 as compared to its unaudited consolidated profit for the three months ended 30 September 2012. The Board considers that such decline was mainly due to (i) the increase in staff cost, marketing and other administrative expenses incurred by the Group in relation to the Group’s business-to-customer e-commerce business for enhancement of its competitiveness in the market; and (ii) the decrease in gross profit of the Group, which is due to keen competition in the e-commerce business and appreciation of Renminbi leading to an increase in the procurement cost.

As the Company is still in the course of preparing its first quarterly unaudited consolidated results for the three months ended 30 September 2013, the information contained in this announcement is only based on a preliminary assessment by the Board based on the information currently available to the Company and such information has not been confirmed nor audited by the auditors of the Company. The first quarterly unaudited consolidated results of the Group for the three months ended 30 September 2013 will be published on 12 November 2013.

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

On behalf of the Board of
DX.com Holdings Limited
Huang Shaokang **Meng Hu**
Co-Chairman Co-Chairman

Hong Kong, 8 November 2013

As at the date of this announcement, the executive Directors are Mr. Huang Shaokang, Mr. Meng Hu, Mr. Chow Siu Kwong and Mr. Luo Jia; the non-executive Director is Mr. Gao Xiang; and the independent non-executive Directors are Mr. Fong Fuk Wai, Mr. Li Guanbao, Mr. Zhu Zhi, Mr. Lin Xiaofeng and Mr. Lam Kit Sun.

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 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 “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least 7 days from the date of its publication and on the website of the Company at www.dxholdings.com.