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LARRY JEWELRY INTERNATIONAL COMPANY LIMITED

俊文寶石國際有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 8351)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that the Group's consolidated net loss for the year ended 31 December 2013 is expected to be considerably higher than that for 2012.

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

This announcement is made by Larry Jewelry International Company Limited (the “**Company**” and 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 of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on information currently available, the Group's consolidated net loss for the year ended 31 December 2013 is expected to be considerably higher than that for 2012. The Board considers this is primarily attributable to the following two major reasons:

- i) the downturn of the luxury retail market in the second half of 2013 resulting in significant reduction in the sales revenue of the Group; and

- ii) the impairment loss on the carrying amount of goodwill.

The Board would like to emphasize that the impairment on goodwill is a non-cash item and has no effect on the cash flow of the Group's operations.

The Company is still in the process of finalizing its consolidated results for the year ended 31 December 2013. This announcement is only based on a preliminary assessment of information currently available to the Company and such information has not been confirmed by the auditors of the Company. Detailed financial results of the Group will be disclosed in the 2013 Annual Results Announcement of the Group as soon as the audit has been completed.

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

By the order of the Board
Larry Jewelry International Company Limited
Tsang Po Yee Pauline
Executive Director

Hong Kong, 17 March 2014

As at the date of this announcement, the Board comprises Ms. Tsang Po Yee Pauline as executive director, Mr. Cheng Ping Yat and Mr. Tam B Ray Billy as non-executive directors, Mrs. Chow Liang Shuk Yee Selina as chairman and independent non-executive director, and Mr. Chan Tze Ching Ignatius, Mr. Fung Shing Kwong and Mr. Wong Tat Tung as independent non-executive directors.

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 Announcement" page of the GEM website (www.hkgem.com) for at least 7 days from its date of publication and on the Company website at www.larryjewelryinternational.com.