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名軒(中國)控股有限公司

Noble House (China) Holdings Limited

(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, it is anticipated that the Group will also record a significant loss for the six months ended 30 June 2014 as compared with that for the same period ended 30 June 2013.

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 2014 was primarily attributable to the decrease in the Group’s revenue mainly as a result of the effect from the deterioration of high-end consumption in the PRC market..

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 2014 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 2014, which is expected to be published on 11 August 2014.

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, 22 July 2014

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

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 this 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 <http://www.noblehouserestaurant.cn>