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**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 (“**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 (“**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 (“**Board**”) of directors (“**Directors**”) of the Company wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that based on information currently available, the Group is expected to record a loss for the year ended 30 June 2014 as compared to its audited consolidated profit for the year ended 30 June 2013. The Board considers that such decline was mainly due to (i) the decrease in the revenue from the e-commerce business of the Group due to keen competition in the market; (ii) the increase in staff cost, marketing and other administrative expenses; (iii) the increase in selling and distribution cost due to increase in the costs of logistics channels of the e-commerce business of the Group; (iv) an impairment loss of approximately HK\$27 million arising from the disposal of e-Perfect IT Limited and its subsidiary, the details of which are set out in announcement of the Company dated 10 June 2014; and (v) provision of approximately HK\$47 million for the litigation which the Group is currently involved, the details of which are set out in the announcement of the Company dated 14 August 2014.

As the Company is still in the course of preparing its audited consolidated results for the year ended 30 June 2014, 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 audited consolidated results of the Group for the year ended 30 June 2014 will be published on 24 September 2014.

**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, 19 September 2014

*As at the date of this announcement, the executive Directors are Mr. Huang Shaokang, Mr. Meng Hu and Mr. Chow Siu Kwong, the non-executive Director is Mr. Jin Ge; 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](http://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](http://www.dxholdings.com).*