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Steed Oriental (Holdings) Company Limited

駿東（控股）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8277)

PROFIT WARNING

This announcement is made by Steed Oriental (Holdings) 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 the preliminary assessment of the latest unaudited consolidated management accounts of the Group, the Group expects to record a significant decrease in consolidated profit attributable to shareholders of the Company for the three months ended 30 June 2015, as compared with the corresponding period in 2014.

Such decrease was mainly attributable to the decline in the sales volume arising from the depreciation on the Japanese Yen, the principal currency of our major customers, against the United States Dollar in current period. The average rate of the Japanese Yen against the United States Dollar in current reporting period was 121.34, while the average rate was 102.15 in the corresponding period in 2014. Such over 18% depreciation reduced our competitiveness comparing to other competitors located in countries with their home currencies depreciated, such as Malaysia and Indonesia.

As the Company is in the process of finalising the quarterly consolidated results of the Group for the three months ended 30 June 2015, the information contained in this announcement is only based on the preliminary assessment of information currently available by the management of the Company and is not based on any figure or information which has been reviewed by the Company’s auditors or the audit committee of the Company.

Details of the Group's financial information and performance will be disclosed when the Group's quarterly consolidated results for the three months ended 30 June 2015 are announced, which is expected to be on mid August 2015. The Shareholders and potential investors are advised to read carefully the quarterly results announcement of the Company when it is published.

The shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company

By Order of the Board
Steed Oriental (Holdings) Company Limited
Huang Dong Sheng
Chairman and Executive Director

Hong Kong, 24 July 2015

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Huang Dong Sheng, Ms. Wong Sut Keng, Ms. Wong Hang Kuen and Mr. Yeung Hung Yuen as executive Directors; Mr. Chan Kai Nang, Mr. Ho Chee Mun and Mr. Yuen Kim Hung as independent non-executive Directors.

This announcement, for which the directors of the Company 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 be published on the Stock Exchange website at www.hkexnews.hk and the Company's website at www.steedoriental.com.hk.