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JF Household Furnishings Limited

捷豐家居用品有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 776)

HIGH CONCENTRATION OF SHAREHOLDINGS

This announcement is made at the request of the Stock Exchange in respect of the concentration of the shareholding of the Company in the hands of a limited number of shareholders as at 14 September 2009.

In view of the concentration of the Company's shareholdings in a limited number of shareholders as set out in this announcement, holders of securities of the Company and potential investors are advised to exercise extreme caution when dealing in the Shares.

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) in respect of the concentration of the shareholdings of JF Household Furnishings Limited (“**Company**”) in the hands of a limited number of shareholders as at 14 September 2009.

The Company has been informed by the Stock Exchange on 28 September 2009 that based on the information provided by the Securities and Futures Commission (“**SFC**”), the SFC had conducted an enquiry into the shareholdings of the Company. The findings of the SFC suggested that, as at 14 September 2009, 16 shareholders held an aggregate of 64,273,900 shares of the Company (“**Shares**”), representing 30.77% of the issued Shares. Such shareholdings, together with 127,000,000 Shares beneficially owned by the executive directors of the Company, namely, Mr Yan Siu Wai, Mr Leung Kwok Yin and Mr Bao Jisheng (representing 60.81% of the issued Shares), represented 91.58% of the issued Shares as at 14 September 2009. Thus, only 8.42% of the issued Shares were held by other investors.

Based on the information provided by the SFC, as at 14 September 2009, the shareholding structure of the Company is as follows:

	Number of Shares held <i>(Shares)</i>	% of total number of issued Shares <i>(%)</i>
Mr Yan Siu Wai (<i>Note 1</i>)	75,600,000	36.20
Mr Leung Kwok Yin (<i>Note 2</i>)	27,720,000	13.27
Mr Bao Jisheng (<i>Note 3</i>)	23,680,000	11.34
A group of 16 shareholders	64,273,900	30.77
Other shareholders	<u>17,580,100</u>	<u>8.42</u>
 Total	 <u><u>208,854,000</u></u>	 <u><u>100.00</u></u>

Note 1: Mr Yan Siu Wai is the Chairman and an executive director of the Company. The 75,600,000 Shares consist of (i) 34,020,000 Shares held by Excel Strength Investments Limited (“Excel Strength”); (ii) 28,980,000 Shares held by Willhero Investments Limited (“Willhero”) and (iii) 12,600,000 Shares held by Mr Yan Siu Wai directly. Each of Excel Strength and Willhero is a company incorporated in the British Virgin Islands (“BVI”) and whose entire issued capital is solely owned by Mr Yan Siu Wai.

Note 2: Mr Leung Kwok Yin is an executive director of the Company. The 27,720,000 Shares consist of (i) 12,600,000 Shares held by Joyday Consultants Limited (“Joyday”) and (ii) 15,120,000 Shares held by Mr Leung Kwok Yin directly. Joyday is a company incorporated in the BVI and whose entire issued capital is solely owned by Mr Leung Kwok Yin.

Note 3: Mr Bao Jisheng is an executive director of the Company. The 23,680,000 Shares consist of (i) 22,680,000 Shares held by Hero Talent Investments Limited (“Hero Talent”) and (ii) 1,000,000 Shares held by Mr Bao Jisheng directly. Hero Talent is a company incorporated in the BVI and whose entire issued capital is solely owned by Mr Bao Jisheng.

The SFC also noted that the closing share price of the Company surged by 57% from \$0.86 on 25 August 2009 to \$1.35 on 14 September 2009. As at 25 September 2009, share price of the Company closed at \$1.38, representing an increase of 60.5% from its closing price of \$0.86 on 25 August 2009.

The board of directors (“**Directors**”) of the Company wishes to clarify that the above information is provided by the SFC, and the Company has not verified such information and it is not in a position to comment on its accuracy except the information relating to the shareholdings of the Directors as set out below:

	Number of Shares held <i>(Shares)</i>	Approximate percentage of total number of issued Shares <i>(%)</i>
Mr Yan Siu Wai <i>(Note 1)</i>	75,600,000	36.20
Mr Leung Kwok Yin <i>(Note 2)</i>	27,720,000	13.27
Mr Bao Jisheng <i>(Note 3)</i>	<u>23,680,000</u>	<u>11.34</u>
Total	<u>127,000,000</u>	<u>60.81</u>

Note 1: Mr Yan Siu Wai is the Chairman and an executive director of the Company. The 75,600,000 Shares consist of (i) 34,020,000 Shares held by Excel Strength; (ii) 28,980,000 Shares held by Willhero and (iii) 12,600,000 Shares held by Mr Yan Siu Wai directly. Each of Excel Strength and Willhero is a company incorporated in the BVI and whose entire issued capital is solely owned by Mr Yan Siu Wai.

Note 2: Mr Leung Kwok Yin is an executive director of the Company. The 27,720,000 Shares consist of (i) 12,600,000 Shares held by Joyday and (ii) 15,120,000 Shares held by Mr Leung Kwok Yin directly. Joyday is a company incorporated in the BVI and whose entire issued capital is solely owned by Mr Leung Kwok Yin.

Note 3: Mr Bao Jisheng is an executive director of the Company. The 23,680,000 Shares consist of (i) 22,680,000 Shares held by Hero Talent and (ii) 1,000,000 Shares held by Mr Bao Jisheng directly. Hero Talent is a company incorporated in the BVI and whose entire issued capital is solely owned by Mr Bao Jisheng.

The Directors will be making further enquiries regarding the Company’s shareholdings as at 14 September 2009 and will publish a further announcement, if appropriate.

In view of the concentration of the Company's shareholdings in a limited number of shareholders as set out in this announcement, holders of the securities of the Company and potential investors are advised to exercise extreme caution when dealing in the Shares.

By order of the Board
JF Household Furnishings Limited
Yan Siu Wai
Chairman

Hong Kong, 28 September 2009

As at the date of this announcement, the executive Directors are Messrs Yan Siu Wai, Leung Kwok Yin and Bao Jisheng; the non-executive Director is Messr Kwan Kai Cheong; and the independent non-executive Directors are Messrs Yu Hon Wing Allan, Garry Alides Willinge and Chu Kwok Man.

This announcement will remain on the Exchange's HKEx news website at <http://www.hkexnews.hk/index.htm> on the "Latest Information" page for at least seven days from the date of its posting and on the Company's website at <http://www.jffurnishings.com>.