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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the consolidated results of the Group for the financial year ended 31 March 2012 is expected to record a net profit considerably lower than that as compared to the financial year ended 31 March 2011.

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

This announcement is made by AV Concept Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that the consolidated results of the Group for the financial year ended 31 March 2012 is expected to record a net profit considerably lower than that as compared to the financial year ended 31 March 2011.

The Board considers that the decrease in net profit for the financial year ended 31 March 2012 was, among other things, primarily attributable to losses on sales of the shares of Accupix Co., Ltd. (a limited liability company incorporated in Korea) during the year as compared to the market price recorded as at 31 March 2011.

The Company is still in the course of preparing and finalizing its annual results for the year ended 31 March 2012, the information contained in this announcement is only on a preliminary assessment on the consolidated management accounts of the Group which have not been audited or reviewed by the auditor of the Company. The audited consolidated annual results of the Group for the year ended 31 March 2012 are expected to be published by the Company on 20 June 2012.

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

By Order of the Board
AV Concept Holdings Limited
So Yuk Kwan
Chairman

Hong Kong, 18 June 2012

As at the date of this announcement, the Board comprises three executive directors, Dr. Hon. So Yuk Kwan (Chairman), Mr. So Chi On and Mr. Ho Choi Yan Christopher and three independent non-executive directors, Dr. Hon. Lui Ming Wah, SBS, JP, Mr. Charles E. Chapman and Mr. Wong Ka Kit.