

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



MEIKE INTERNATIONAL HOLDINGS LIMITED **美克國際控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 00953)

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 unaudited consolidated revenue for the six months ended 30 June 2012 (the “Period”) is expected to decrease considerably as compared to the corresponding period in 2011, and the unaudited consolidated net results is expected to record a loss for the Period as compared to a profit recorded in the corresponding period in 2011.

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

This announcement is made by Meike International 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 (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that after a preliminary review on the Group’s unaudited consolidated management accounts for the six months ended 30 June 2012 (the “Period”), the unaudited consolidated revenue is expected to decrease considerably as compared to the corresponding period in 2011, and the unaudited consolidated net results is expected to record a loss for the Period as compared to a profit recorded in the corresponding period in 2011. This is mainly due to:

1. competition within the sportswear industry in China continues to intensify since last year which resulted in higher product discount offering in the market;
2. the Group has reduced the distributors’ volume sales orders for the first and second quarters in 2012 and further discounts have been given by the Group to the distributors for both footwear and apparels; and

3. the Group has commenced to repurchase inventories from the distributors and provision may be necessary in respect of the repurchased inventories. Losses may be recorded when the Group resells the repurchased inventories to the overseas customers of the Group.

The Company is still in the process of finalizing the interim results of the Group for the six months ended 30 June 2012. The information contained in this announcement is only a preliminary assessment by the Board based on the latest management accounts and is not based on the figures or information reviewed or audited by the auditor of the Company. Further details of the Group's financial information for the six months ended 30 June 2012 will be disclosed in the unaudited interim results for the six months ended 30 June 2012, which is expected to be released in August 2012.

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

By Order of the Board
Meike International Holdings Limited
Ding Siqiang
Chairman

Hong Kong, 12 July 2012

As at the date of this announcement, the Board comprises Mr. Ding Siqiang (Chairman), Ms. Ding Xueleng, Ms. Ding Jinzhu, Mr. Lin Yangshan, Mr. Li Dongxing and Mr. Ding Minglang as Executive Directors; and Mr. Yang Chengjie, Mr. Xie Weichun and Mr. Lin Jiwu as Independent Non-Executive Directors.