

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.



香港經濟日報集團有限公司

HONG KONG ECONOMIC TIMES HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code : 00423)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to experience a substantial decline in net profit attributable to equity holders for the six months ended 30 September 2012 as compared to the corresponding period in 2011.

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

This announcement is made by Hong Kong Economic Times Holdings Limited (the “**Company**”) pursuant to Rule 13.09(1) 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 (the “**Shareholders**”) and potential investors that the Company and its subsidiaries (collectively, the “**Group**”) is expected to experience a substantial decline in net profit attributable to equity holders for the six months ended 30 September 2012 as compared to the corresponding period in 2011. Such decline is mainly attributable to the general economic slowdown, especially the weak financial market in the last six months, and the Group’s investment in *Sky Post* and internet businesses which increases the operating and development costs. The Board considers that the investments in *Sky Post* and internet businesses are crucial to the sustainable growth of the Group.

This profit warning announcement is only based on the preliminary consolidated management accounts of the Group for the six months ended 30 September 2012. The interim results of the Group for the six months ended 30 September 2012 is expected to be announced in November 2012.

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

By Order of the Board
Hong Kong Economic Times Holdings Limited
Chan Wa Pong
Executive Director and Company Secretary

Hong Kong, 26 October 2012

As at the date of this announcement, the Board comprises: (a) Executive Directors: Mr. Fung Siu Por, Lawrence, Mr. Mak Ping Leung (alias: Mr. Mak Wah Cheung), Mr. Chan Cho Biu, Mr. Shek Kang Chuen, Ms. See Sau Mei Salome and Mr. Chan Wa Pong; (b) Non-executive Director: Mr. Chu Yu Lun; and (c) Independent Non-executive Directors: Mr. Chow On Kiu, Mr. Lo Foo Cheung and Mr. O'Yang Wiley.

Company Website : www.hketgroup.com and www.etnet.com.hk/etg