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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)

PRICE SENSITIVE INFORMATION

PROFIT WARNING

This announcement is made by Meike International Holdings Limited (the “Company”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Reference is made to the announcement of the Company dated 14 June 2012 (the “**Announcement**”) in relation to the repurchase of inventories by the Group from distributors and retailers and resale of such inventories to overseas customers (the “**Resale**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group’s financial results for the year ending 31 December 2012 is likely to be deteriorated due to the Group’s record of a loss of RMB65,403,000 (equivalent to approximately HK\$81,347,000) as a result of the Resale. Based on preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to incur a substantial loss for the year ending 31 December 2012 as compared to the profit for the corresponding period in 2011, as the repurchase of inventories from the distributors and retailers in the amount of RMB91,109,000 (equivalent to approximately HK\$113,320,000) has been completed and the repurchased inventories were subsequently resold for an aggregated amount of approximately RMB25,706,000 (the “Resale Price”) to overseas customers through various independent third party export companies not connected with the Group. The Resale Price represents approximately 28.21% of the repurchased prices.

The information contained in this announcement is based on a preliminary assessment by the Board with reference to the information currently available, including the unaudited consolidated management accounts of the Group. The actual results for the Group may be further deteriorated from what is disclosed in this announcement as a result of audit. The Group’s audited results shall be released in March 2013.

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

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

Hong Kong, 10 December 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. Lin Jiwu and Ms. Qiu Qinxing, as independent non-executive Directors.