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江 晨 國 際 控 股 有 限 公 司
Jiangchen International Holdings Limited
(Incorporated in the Cayman Islands with limited liability)
(stock code: 01069)

PROFIT WARNING

This announcement is made by Jiangchen International Holdings Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Capital 571 of the Laws of Hong Kong) (the “**Inside Information Provisions**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that, based on the information currently available and a preliminary review of the consolidated management accounts of the Group for the financial year ended 31 December 2012, the Company expects to record a substantial decrease in turnover and a consolidated net loss derived from its apparel business as compared to those of the financial year ended 31 December 2011. The Board considers that the decrease in turnover and the consolidated net loss derived from its apparel business were mainly attributable to pressure on the selling prices of the Group’s apparel products as a result of fierce competition in the garment industry and the weaker market sentiment in China. The increase in the operating costs of the Group, in particular, the increase in the labour costs, further deteriorate the financial results of the Group.

As the Company is still preparing and finalizing its consolidated accounts for the financial year ended 31 December 2012, which are still being audited by the external auditors of the Company and have not been reviewed and approved by the Company’s audit committee. The information contained in this profit alert announcement is only based on information currently available to the Company and the Company’s preliminary review of the consolidated management accounts of the Group for the financial year ended 31 December 2012 and for information only. Shareholders and potential investors are advised to read carefully the audited consolidated annual results announcement of the Group for the financial year ended 31 December 2012, which will be published in late March 2013.

The information contained in this announcement is only the preliminary assessment made by the Company and has not been audited by its auditors. 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
Jiangchen International Holdings Limited
Lei Zuliang
Executive Director

Hong Kong, 13 March 2013

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Cai Shuiyong and Mr. Lei Zuliang; one non-executive Director, namely Professor Liu Zhikun; and three independent non-executive Directors, namely Mr. Long Weihua, Ms. Chan Ling and Mr. Liu Jianlin.