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中國東方文化集團有限公司
China Oriental Culture Group Limited
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2371)

PROFIT WARNING ANNOUNCEMENT

This announcement is made pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Company and its subsidiaries (the “**Group**”) are expected to record a significant increase in loss for the year ended 31 December 2012 as compared to that for the last corresponding year. The loss was mainly attributable to the substantial provision for the impairment loss of intangible assets of the LED displays advertising right due to changes in the operating environment and the difficulty in the procurement of LED boards at appropriate location in major cities in the People’s Republic of China.

Such impairments are non-cash items which do not impose adverse impact on the operations and cash flows of the Group.

The information contained in this announcement is only based on the preliminary assessment according to the figures and information that have not been audited or reviewed by the Company’s auditor. Details of the Group’s performance for the year ended 31 December 2012 will be finalised and disclosed in its annual results announcement to be issued in late March 2013.

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

By order of the Board
China Oriental Culture Group Limited
Li Qing
Executive Director

Hong Kong, 22 March 2013

As at the date of this announcement, the Board comprises Mr. Li Qing and Mr. Yan Dake as executive Directors; Ms. Ng Siu Lai as non-executive Director; and Mr. Leung Siu Kee, Mr. Han Bing and Ms. Wang Shuping as independent non-executive Directors.