

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.



FIRST NATURAL FOODS HOLDINGS LIMITED

第一天然食品有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1076)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Part XIVA of the Securities and Futures Ordinance and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of First Natural Foods Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) wishes to inform the shareholders of the Company that the Group is expected to record a significant increase in profit for the year ended 31 December 2012 as compared to 2011 mainly due to gain on debts discharged under the creditors’ scheme of arrangement. However, the gain on debts discharged under the creditors’ scheme of arrangement does not have any cash inflow to the Group. Details of the creditors’ scheme of arrangement and the group reorganization are set out in the Company’s circular dated 12 July 2012 and the announcement dated 4 September 2012.

This announcement is only based on preliminary unaudited consolidated management accounts of the Group for the year ended 31 December 2012 which may be different from the audited financial information. The detailed financial information will be published in the forthcoming 2012 annual results announcement of the Company.

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

On behalf of the Board of
First Natural Foods Holdings Limited
Huang Kunyan
Chairman

Hong Kong, 26 March 2013

As at the date of this announcement, the Board comprises Mr. Huang Kunyan, Mr. Shum Chin Tong Peter and Mr. Yau Dennis Wai Tak as executive directors; Mr. Lee Wa Lun Warren as non-executive director; and Mr. Wong Chi Keung, Mr. Leung King Yue Alex and Mr. Tang Chi Chung Matthew as independent non-executive directors.

* For identification purpose only