

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.

CHANGSHOUHUA FOOD COMPANY LIMITED

長壽花食品股份有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1006)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary review of the management accounts of the Group for the six months ended 30 June 2013, the Group is expected to record an increase of approximately 35% to 40% in unaudited consolidated net profit for the six months ended 30 June 2013 as compared to the corresponding period in 2012.

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

This announcement is made by Changshouhua Food Company Limited (the “Company”, 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 (Chapter 571 of the Laws of Hong Kong) (the “SFO”).

The board of directors (the “Director(s)”) of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on the preliminary review of the management accounts of the Group for the six months ended 30 June 2013, the Group is expected to record an increase of approximately 35% to 40% in unaudited consolidated net profit for the six months ended 30 June 2013 as compared to the corresponding period in 2012. Such expected increase is mainly the combined result of (i) the increase of approximately 25% to 30% in the sales volume of the Group’s branded oil products, the gross profit margin of which has been maintained stable, despite the decreases in the sales volume and the gross profit margin of the non-branded corn oil products due to the impact of the falling edible oil prices in the first half of the year;; (ii) the reimbursement by insurance for the loss caused by the fire accident occurred in November 2012 (as disclosed in the announcement of the Company dated 11 November 2012) during the period; and (iii) the Group’s enjoying a preferential tax rate of 15% for three years commencing from the year 2013 for the reason that 山東三星玉米產業科技有限公司 (Shandong

Sanxing Corn Industry Technology Company Limited*), an indirectly wholly-owned subsidiary of the Company, was qualified as a “new and high-tech enterprise” at the end of 2012 (as disclosed in the announcement of the Company dated 7 December 2012).

The information contained in this announcement is only based on the preliminary review of the management accounts of the Group and the information currently available to the Board and is not based on any figures or information which have been audited or reviewed by the Company’s auditor. The unaudited interim results of the Group for the six months ended 30 June 2013 are expected to be published on or about 22 August 2013.

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

By order of the Board
Changshouhua Food Company Limited
Wang Mingxing
Chairman

Hong Kong, 10 July 2013

As at the date of this announcement, the Board consists of six executive Directors, namely Mr. Wang Mingxing, Mr. Wang Mingfeng, Mr. Wang Mingliang, Mr. Sun Guohui, Mr. Huang Da and Mr. Cheng Wenming, and three independent non-executive Directors, namely Mr. Wang Aiguo, Mr. Liu Shusong and Mr. Wang Ruiyuan.

** for identification purpose only*