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天行國際(控股)有限公司*

Simsen International Corporation Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 993)

PROFIT WARNING

This announcement is made by Simsen International Corporation Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that the Group is expected to record a larger net loss for the year ended 30 April 2013 as compared to a net loss of approximately HK\$43 million in the corresponding period in 2012. The expected increase in net loss was mainly attributable to, including but not limited to, the worsening operating results.

The information contained in this announcement is only based on the preliminary review on the consolidated management accounts of the Group for the year ended 30 April 2013, the information currently available to the Company and the preliminary discussion with the Company’s auditor. It should be noted that the Company is in the process of finalising its final results for the year ended 30 April 2013 and the said financial results will be subject to further discussion and finalisation with the Company’s auditor and may be subject to further amendments. The final results announcement of the Company for the year ended 30 April 2013 is expected to be announced on 26 July 2013.

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

By order of the Board
Simsen International Corporation Limited
Fu Jiwen
Executive Director

Hong Kong, 22 July 2013

As at the date of this announcement, the executive Directors are Mr. Fu Jiwen and Ms. Zhou Baoying and independent non-executive Directors are Mr. Zhu Chengwu, Mr. Yeung Siu Keung and Mr. Chen Wai Chung Edmund.

In the case of any inconsistency, the English text of this announcement shall prevail over the Chinese text.

* for identification purpose only