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IMAGI INTERNATIONAL HOLDINGS LIMITED
意馬國際控股有限公司*
(incorporated in Bermuda with limited liability)
(stock code: 585)

PROFIT WARNING

The Board wishes to inform the Shareholders and potential investors that the consolidated loss of the Group for the six months ended 30 June 2013 is expected to increase significantly as compared to the loss recorded by the Group for the six months ended 30 June 2012.

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

This announcement is made by Imagi International Holdings Limited (the “**Company**”) pursuant to Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the consolidated loss of the Company and its subsidiaries (the “**Group**”) for the six months ended 30 June 2013 is expected to increase significantly as compared to the loss recorded by the Group for the six months ended 30 June 2012. The substantial increase in loss is mainly attributable to the possible impairment loss on intangible assets caused by delay in the launch of certain digital projects. The intangible assets arose from the acquisition of Infoport Management Limited in April 2011.

The information contained in this announcement is only based on preliminary assessment of the latest management accounts of the Group, which have not been confirmed or reviewed, and on information currently available. The Company is in the process of finalising its consolidated financial results for the six months ended 30 June 2013 which is expected to be published by end of August 2013.

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

By order of the Board
Imagi International Holdings Limited
Yung Tse Kwong, Steven
Executive Director

Hong Kong, 21 August 2013

As at the date of this announcement, the Board comprises Mr. Leung Pak To as the Chairman and non-executive director; Mr. Yung Tse Kwong, Steven as the executive director; Ms. Ma Wai Man, Catherine and Mr. Yang Fei (Mr. Lian Meng as his alternate) as the non-executive directors; and Mr. Chan Yuk Sang, Mr. Cheng Yuk Wo, Dr. Lam Lee G., Mr. Lim Chin Leong and Ms. Wei Wei as the independent non-executive directors.

** for identification purpose only*