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FIRST NATURAL FOODS HOLDINGS LIMITED

第一天然食品有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 01076)

PROFIT WARNING AND UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

(1) Profit Warning

The board of the directors (the “Board”) of First Natural Foods Holdings Limited (the “Company”) wish to inform the shareholders of the Company and the potential investors that, based on the preliminary unaudited consolidated management accounts of the Company for the six months ended 30 June 2013, the Company and its subsidiaries (collectively the “Group”) are expected to record a loss from operations as compared with profit from operations in the corresponding period in 2012. The loss from operations is mainly due to decreases in turnover and other income, and increases in selling and administrative expenses.

This profit warning announcement is only based on the information currently available to the management. The results of the Group for the six months ended 30 June 2013 have not yet been finalised nor reviewed by the audit committee of the Company. The final results of the Group for the six months ended 30 June 2013 may be different to the information referred in this announcement.

Detailed unaudited interim results of the Group for the six months ended 30 June 2013 will be published in the forthcoming 2013 interim results announcement and interim report of the Company.

(2) Unusual Price and Trading Volume Movements

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The Board has noted today’s increases in price and trading volume of the shares of the Company. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that, save as disclosed above, the Board is not aware of any reasons for these price and volume movements or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Future Ordinance.

This announcement is made by the order of the Board of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

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

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

Hong Kong, 21 August 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*