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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)

POSITIVE PROFIT ALERT

This announcement is made by Simsen International Corporation Limited (the “**Company**”) (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 board of directors (the “**Directors**”) (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the information currently available to the Board, the Group is expected to record a net profit for the six months ended 31 October 2013 as compared to a net loss for the corresponding period ended 31 October 2012. Such turnaround is primarily due to the increases in the revenues from the money lending, finance lease and pawn loan business segments of the Group and change in fair value on financial assets held by the Group.

The information contained in this announcement is only based on a preliminary assessment by the Board based on the information currently available to it, including the unaudited consolidated management accounts of the Group for the six months ended 31 October 2013 which have not been finalised and confirmed as at the date of this announcement. The unaudited consolidated financial information of the Group for the six months ended 31 October 2013 is expected to be disclosed in the interim results announcement of the Company to be published in 27 December 2013.

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, shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

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

Hong Kong, 18 December 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 inconsistency, the English text of this announcement shall prevail over the Chinese text.

* For identification purposes only