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**le saunda holdings ltd.**

**利信達集團有限公司\***

*(incorporated in Bermuda with limited liability)*

**(Stock Code: 0738)**

## **POSITIVE PROFIT ALERT**

This announcement is made by Le Saunda Holdings 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 and the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the ten months ended 31 December 2013 and other information currently available to the Board, the Group is expected to record a significant increase in the consolidated profit attributable to equity holders of the Company for the financial year ending 28 February 2014 as compared to that of the corresponding period of 2013. The Board believes that the expected increase in the Group’s annual profit was mainly attributable to (i) increase in same-store sales growth; (ii) increase in gross profit margin; and (iii) realized accounting gain from the disposal of certain properties of the Group, which was announced by the Company on 30 August 2013 and completed on 25 January 2014.

The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the ten months ended 31 December 2013 and other information currently available to the Group, and is not based on any financial data or information that have been audited or reviewed by the independent auditors of the Company. The annual results announcement of the Company for the year ending 28 February 2014 is expected to be released in May 2014.

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

By Order of the Board  
**Le Saunda Holdings Limited**  
**James Ngai**  
Chairman

Hong Kong, 27 January 2014

*As at the date of this announcement, the Company’s executive Directors are Ms. Lau Shun Wai, Ms. Wong Sau Han, Ms. Chu Tsui Lan and Ms. An You Ying; non-executive Directors are Mr. James Ngai and Mr. Lee Tze Bun, Marces; independent non-executive Directors are Mr. Lam Siu Lun, Simon, Mr. Leung Wai Ki, George and Mr. Hui Chi Kwan.*

*\* For identification purposes only*