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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: 1076)

PROFIT WARNING

This announcement is made by First Natural Foods Holdings 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) of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the unaudited consolidated management accounts of the Group for the year ended 31 December 2013 and the information currently available to the Company, the Group is expected to record a loss for the year ended 31 December 2013 as compared to a profit for the year ended 31 December 2012. The Board believes that the expected loss was due to the combined effects of (i) the absence of non-recurring gain on debts discharged which was recorded in the year ended 31 December 2012; and (ii) the decline in revenue and profit margin of food products processing and trading business, for the year ended 31 December 2013.

The information contained in this announcement is only based on a preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the year ended 31 December 2013 and the information currently available to the Company and is not based on any figures or information that have been audited or reviewed by the Company’s auditor. It should be noted that the Company is in the process of finalizing its results for the year ended 31 December 2013 and the said results may be subject to further amendments. The annual results announcement of the Company is expected to be published by the end of March 2014.

* For identification purposes only

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

By order of the Board
First Natural Foods Holdings Limited
Cai Lingli
Executive Director

Hong Kong, 11 March 2014

As at the date of this announcement, the Board comprises Ms. Cai Lingli and Ms. Xia Yuki Yu as executive directors; and Mr. Ng Hoi Yue, Mr. Tso Hon Sai Bosco and Mr. Lee Kwok Leung as independent non-executive directors.

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