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SKYWORTH DIGITAL HOLDINGS LIMITED

(創維數碼控股有限公司)*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00751)

PROFIT WARNING

This announcement is made by the Company pursuant to Part XIVA of the Securities and Futures Ordinance and Rule 13.09 of the Listing Rules.

The Board wishes to inform shareholders of the Company and potential investors that the Group expects to record a decrease in profit attributable to owners of the Company for the year ended 31 March 2014 as compared to that of the last year.

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

This announcement is made by Skyworth Digital Holdings Limited (“Company” together with its subsidiaries, the “Group”) pursuant to the Inside Information Provisions under Part XIVA of the Securities and Future Ordinance, Chapter 571, the Laws of Hong Kong (“SFO”) and Rule 13.09 of the Rules Governing the Listing of Securities (the “Listing Rules”) on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board of directors (the “Board”) of the Company hereby wishes to inform shareholders of the Company and potential investors that the Group expects to record a decrease in profit attributable to owners of the Company for the year ended 31 March 2014 as compared to that of the last year. Based on an analysis of the unaudited financial information currently available, the expected decrease in profit of the Group for the year ended 31 March 2014 is principally attributable to i) the continued weakness in demand for TV in the China market after the expiration of the energy savings subsidy program in May 2013, and ii) increase in expenses particularly for research and development as well as advertising and promotion.

The Company is in the process of preparing the final results of the Group for the year ended 31 March 2014. The information contained in this announcement is only based on the preliminary

assessment by the Board according to the unaudited consolidated management accounts of the Group for the year ended 31 March 2014 currently available which have not been finalised as at the date of this announcement and have not been reviewed by the Company's auditor. Further details of the financial information of the Group will be disclosed in the final results announcement and the annual report of the Company to be published in accordance with the Listing Rules.

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

By order of the Board
Skyworth Digital Holdings Limited
Chan Wai Kay, Katherine
Executive Director

Hong Kong, 21 May 2014

As at the date of this announcement, the Board comprises Ms. Lin Wei Ping as the executive chairperson of the Board, Mr. Yang Dongwen as executive director and the chief executive officer, Mr. Lu Rongchang, Mr. Shi Chi and Ms. Chan Wai Kay, Katherine as executive directors, and Mr. So Hon Cheung, Stephen, Mr. Li Weibin and Mr. Wei Wei as independent non-executive directors.

** For identification purpose only*