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CHANGSHOUHUA FOOD COMPANY LIMITED

長壽花食品股份有限公司

*(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1006)*

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that, based on the financial information currently available, the Company is expected to record a slight decrease in net profit for the six months ended 30 June 2014; after excluding the one-time effect of insurance claims for the losses caused by the fire accident, the Group is expected to record a slight increase in net profit for the six months ended 30 June 2014 as compared with the corresponding period last year.

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

This announcement is made by Changshouhua Food Company 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 (the “Listing Rules”) and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the “SFO”).

The board of directors (the “Directors”) of the Company (the “Board”) wishes to inform the shareholders (the “Shareholders”) and potential investors of the Company that, based on the financial information currently available, the Company is expected to record a slight decrease in net profit for the six months ended 30 June 2014 mainly due to the lack of the other income arose from the reimbursement by insurance for the loss caused by the fire accident occurred in November 2012 in an amount of approximately RMB26.7 million as recorded in the last corresponding period; after excluding the one-time effect of insurance claims for the losses caused by the fire accident, the Group is expected to record a slight increase in net profit for the six months ended 30 June 2014 as compared with the corresponding period last year.

Growth in net profit for the six months ended 30 June 2014 narrowed as compared with the corresponding period last year, mainly due to the market price of edible oil showed a downward trend in the first half of 2014 leading a more substantial decrease in selling price

of corn oil under our own brand, coupled with the Chinese New Year this year is earlier than last year, resulting in a shortened sales season in the first quarter of 2014.

As the Company is still in the process of finalizing the interim results for the six months ended 30 June 2014, the information contained in this announcement is only based on the preliminary assessment by the management of the Group with reference to financial information currently available, and that the actual results for the Group may be different from what is disclosed in this announcement. Further details of the Group's performance will be disclosed in the interim results announcement of the Company for the six months ended 30 June 2014 to be published in August 2014.

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

By order of the Board
Changshouhua Food Company Limited
Wang Mingxing
Chairman

Hong Kong, 11 July 2014

As at the date of this announcement, the Board consists of six executive Directors, namely Mr. Wang Mingxing, Mr. Wang Mingfeng, Mr. Wang Mingliang, Mr. Sun Guohui, Mr. Huang Da and Mr. Cheng Wenming, and three independent non-executive Directors, namely Mr. Wang Aiguo, Mr. Liu Shusong and Mr. Wang Ruiyuan.