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PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2014, the Group is expected to record a loss for the Period.

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

This announcement is made by JLF Investment Company Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “**SFO**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2014 (the “**Period**”), the Group is expected to record a loss for the Period.

Based on the information currently available, the anticipated loss was mainly attributable to: (i) the decline in gross profit margin on Yuquan business caused by a substantial decline in the sales of high-end baijiu products; and (ii) the rising operating costs especially on raw materials, labour and marketing expenses etc.

The Board is of the view that despite the anticipated loss, the overall operation of the Group remains sound and the financial position of the Group remains healthy.

The information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited consolidated management accounts of the Group currently available, which have not been reviewed nor approved by the Company's Audit Committee. The unaudited consolidated interim results announcement of the Group for the Period is expected to be published in August 2014.

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

By order of the Board
JLF Investment Company Limited
Wu Xiang Dong
Chairman

Hong Kong, 1 August 2014

As at the date of this announcement, the Board comprises six executive directors, namely, Mr. Wu Xiang Dong, Mr. Yan Tao, Mr. Shu Shi Ping, Mr. Sun Jian Xin, Mr. Ng Kwong Chue, Paul and Mr. Zhang Jian and three independent non-executive directors, namely Mr. Ting Leung Huel, Stephen, Mr. E Meng and Mr. Cao Kuangyu.

** for identification purpose only*