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HONG KONG FOOD INVESTMENT HOLDINGS LIMITED

香港食品投資控股有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code : 60)

POSITIVE PROFIT ALERT

This announcement is made by Hong Kong Food Investment Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on its preliminary review of the latest consolidated management accounts of the Group for the six months ended 30 September 2014 (the “**Period**”), the Group is expected to record a substantial increase of between 120% and 130% in the profit attributable to equity holders of the Company as compared with the corresponding period in 2013. The expected increase in profit was mainly attributable to, among other things, (i) completion of the disposal of a property (the details of which were set out in the Company’s announcement dated 29 May 2014) during the Period, resulting in a gain on disposal of approximately HK\$5,376,000 being recognised, and (ii) the control in the operating costs.

The information contained in this announcement is only based on the Board's preliminary review of the financial information currently available to it and is not based on any figure or information that has been audited or reviewed by the auditors or the audit committee of the Company. Shareholders of the Company and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 September 2014 which is expected to be published before the end of November 2014.

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

By Order of the Board
Hong Kong Food Investment Holdings Limited
Leung Tin Chi
Company Secretary

Hong Kong, 17 November 2014

As at the date of this announcement, the directors of the Company are Mr. TAI Tak Fung, Stephen, Mr. MAN Wing Cheung, Ellis, Mr. TAI Chun Kit and Mr. TSE Siu Wan as executive directors, Mr. CHAN Kay Cheung, Mr. LAN Yee Fong, Steve John and Mr. LUI Shing Ming, Brian as independent non-executive directors.