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CHINA TYCOON BEVERAGE HOLDINGS LIMITED

中國大亨飲品控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 209)

PROFIT WARNING

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

The Board wishes to inform the Shareholders and potential investors that, based on a preliminary review of the Group's unaudited management accounts for the eleven months ended 30 November 2014 and after taking into account certain specific items as detailed below, the Group is expected to record a substantial increase in loss for the year ended 31 December 2014 as compared to the loss for the year ended 31 December 2013.

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

This announcement is made by China Tycoon Beverage Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined under 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) (the “**SFO**”) and Rule 13.09(2)(a) of the Listing Rules.

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 a preliminary review of the Group's unaudited management accounts for the eleven months ended 30 November 2014 and taking into account, among other things, (i) the securities investments reportable segment results for the year ended 31 December 2014; and (ii) the recognition of share-based payment expenses as a result of the grant of share options as announced by the Company on 30 December 2014, the Group is expected to record a substantial increase in loss for the year ended 31 December 2014 as

compared to the loss for the year ended 31 December 2013. Such expected substantial increase in loss is mainly attributable to (i) substantial decrease in gross profit margin of the manufacturing and trading of hard and stuffed toys reportable segment for the eleven months ended 30 November 2014 due to intensive market competition and the continuing rise of production costs; (ii) the recognition of share-based payment expenses, which is a non-cash expense, of approximately HK\$15.0 million based on a preliminary valuation obtained from an independent professional valuer; and (iii) loss on the securities investments reportable segment of approximately HK\$17.3 million for the year ended 31 December 2014. It is expected that the Group's loss for the year ended 31 December 2014 will be increased substantially as compared to the loss for the year ended 31 December 2013 (HK\$46.8 million).

The Company is in the process of preparing the annual results of the Group for the year ended 31 December 2014. The information contained in this announcement is only a preliminary assessment by the Board and is not based on any financial figures or information which have been audited or reviewed by the Company's auditor. Further details of the Group's financial results and performance will be disclosed in the Company's annual results announcement to be published in accordance with the requirements of the Listing Rules.

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

By Order of the Board
Gao Feng
Executive Director and Acting Chairman

Hong Kong, 8 January 2015

As at the date of this announcement, the Board comprises four Executive Directors, being Mr. Gao Feng (Acting Chairman), Ms. Liu Ying (Acting Chief Executive Officer), Mr. Zhang Jack Jiyei (Chief Financial Officer) and Mr. Wu Jiang; two Non-executive Directors, namely Mr. Lo Ming Chi, Charles and Ms. Chan Yuk Yee; and three Independent Non-executive Directors, namely Mr. Li Fang, Ms. Yang Qinyan and Mr. Wong Kwok Tai.

* *For identification purpose only*