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PME GROUP LIMITED

必美宜集團有限公司*

(incorporated in the Cayman Islands with limited liability)
(Stock Code: 379)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board wishes to inform the shareholders of the Company that the Group is expected to record a substantial loss for the six months ended 30 June 2010 mainly due to decrease in gain on disposal of associates, decrease in fair value of held for trading investments and decrease in fair value of convertible bonds designated as financial assets at fair value through profit or loss.

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

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The board of directors (the “Board”) of PME Group Limited (the “Company”) (together with its subsidiaries, the “Group”) wishes to inform the shareholders of the Company that the Group is expected to record a substantial loss for the six months ended 30 June 2010 mainly due to decrease in gain on disposal of associates, decrease in fair value of held for trading investments and decrease in fair value of convertible bonds designated as financial assets at fair value through profit or loss.

This profit warning announcement is only based on preliminary unaudited management accounts of the Group for the six months ended 30 June 2010. The detailed financial information will be published in the forthcoming 2010 interim results announcement of the Company.

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

By order of the Board
PME Group Limited
Cheng Kwok Woo
Chairman

Hong Kong, 25 August 2010

As at the date of this announcement, the Board comprises (1) Mr. Cheng Kwok Woo, Mr. Cheng Kwong Cheong, Ms. Yeung Sau Han Agnes, Ms. Chan Shui Sheung Ivy and Mr. Tin Ka Pak as executive directors; and (2) Mr. Leung Yuen Wing, Mr. Soong Kok Meng and Mr. Chow Fu Kit Edward as independent non-executive directors.

* For identification purpose only