DICKSON

DICKSON CONCEPTS (INTERNATIONAL) LIMITED

廸生創建(國際)有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 0113)

PROFIT WARNING

This announcement is made pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the SFO.

Since our previous announcement dated 24th July, 2014, there has been a significant and continued decline in the retail markets in which the Group operates, particularly in Hong Kong, China and Singapore. As a result, the Group's sales and profitability have been adversely affected.

The Board of the Company announces that based on the management's preliminary review of the unaudited consolidated results of the Group for the six months period ended 30th September, 2014, the Group is expected to record a loss for the six months period ended 30th September, 2014 as compared to the six months period ended 30th September, 2013, including a substantial impairment charge on the fixed assets of certain retail stores due to the continued decline in market conditions, especially in Hong Kong.

The Board would like to stress that the impairment charge is non-cash in nature and that the Group's balance sheet and net cash position continue to be extremely strong.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made 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 the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) ("the SFO").

Since our previous announcement dated 24th July, 2014, there has been a significant and continued decline in the retail markets in which Dickson Concepts (International) Limited ("the Company") and its subsidiary companies (together "the Group") operate, particularly in Hong Kong, China and Singapore. As a result, the Group's sales and profitability have been adversely affected.

The board of directors ("the Board") of the Company announces that based on the management's preliminary review of the unaudited consolidated results of the Group for the six months period ended 30th September, 2014, the Group is expected to record a loss for the six months period ended 30th September, 2014 as compared to the six months period ended 30th September, 2013, including a substantial impairment charge on the fixed assets of certain retail stores due to the continued decline in market conditions, especially in Hong Kong.

The Board would like to stress that the impairment charge is non-cash in nature and that the Group's balance sheet and net cash position continue to be extremely strong.

The information contained in this announcement is based only on the management's preliminary review of the unaudited consolidated management accounts of the Group for the six months period ended 30th September, 2014. The Group's half year results are subject to further review by the management, and will be reviewed by the Company's independent auditor prior to finalisation of such accounts, which are expected to be published by the end of November 2014.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

As at the date of this announcement, the Board comprises :-

Executive Directors:
Dickson Poon *(Group Executive Chairman)*
Chan Tsang Wing, Nelson
(Chief Operating Officer)
Chan Hon Chung, Johnny Pollux
Lau Yu Hee, Gary
Ng Chan Lam
Tsang Chi Kin

Independent Non-Executive Directors:
Bhanusak Asvaintra
Nicholas Peter Etches
Leung Kai Hung, Michael

By Order of the Board
Or Suk Ying, Stella
Company Secretary

Hong Kong, 4th November, 2014

* *For identification purposes only*