Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

MOISELLE

MOISELLE INTERNATIONAL HOLDINGS LIMITED

慕詩國際集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 130)

UNAUDITED INTERIM RESULTS FOR THE SIX MONTHS ENDED 30 SEPTEMBER 2014

The board of directors (the "Board") of Moiselle International Holdings Limited (the "Company") announces that the unaudited interim results of the Company and its subsidiaries (collectively the "Group") for the six months ended 30 September 2014, together with the comparative figures for the corresponding period in 2013, are as follows:

CONSOLIDATED INCOME STATEMENT

(in HK$'000)	*Note*	**Unaudited Six months ended 30 September 2014**	2013
Turnover		**205,099**	193,175
Cost of sales		**(37,129)**	(35,756)
Gross profit		**167,970**	157,419
Other revenue		**4,378**	3,280
Other net loss		**(210)**	(856)
Selling and distribution costs		**(121,915)**	(113,387)
Administrative and other operating expenses		**(38,565)**	(36,945)
Profit from operations		**11,658**	9,511
Finance costs		**(1)**	–
Share of (loss)/profit of associate		**(55)**	40
Share of loss of joint venture		**(82)**	(259)
Profit before taxation	4	**11,520**	9,292
Income tax	5	**(2,814)**	(1,532)
Profit for the period		**8,706**	7,760
Attributable to:			
Equity shareholders of the Company		**8,706**	7,760
Earnings per share	7		
Basic		**HK$0.03**	HK$0.03
Diluted		**HK$0.03**	HK$0.03

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

(in HK$'000)	**Unaudited Six months ended 30 September 2014**	2013
Profit for the period	**8,706**	7,760
Other comprehensive income for the period (after tax)		
Item that may be reclassified subsequently to profit or loss:		
Exchange differences on translation of financial statements of subsidiaries outside Hong Kong	**127**	28
Total comprehensive income for the period	**8,833**	7,788
Attributable to:		
Equity shareholders of the Company	**8,833**	7,788

CONSOLIDATED BALANCE SHEET

(in HK$'000)	*Note*	**As at 30 September 2014 (Unaudited)**		As at 31 March 2014 (Audited)	
Non-current assets					
Fixed assets					
– Investment properties			**113,413**		63,263
– Other fixed assets			**351,584**		402,860
			464,997		466,123
Interest in an associate			**1,097**		1,053
Interest in a joint venture			**–**		–
Other assets			**18,851**		20,832
Deferred tax assets			**9,192**		9,238
			494,137		497,246
Current assets					
Inventories		**63,912**		58,522	
Trade and other receivables	8	**59,796**		49,075	
Tax recoverable		**–**		182	
Cash and bank deposits		**213,187**		250,141	
		336,895		357,920	
Current liabilities					
Trade and other payables	9	**47,907**		59,092	
Tax payable		**4,742**		3,489	
		52,649		62,581	
Net current assets			**284,246**		295,339
Total assets less current liabilities			**778,383**		792,585
Non-current liabilities					
Deferred tax liabilities			**63,797**		63,797
NET ASSETS			**714,586**		728,788
Capital and reserves					
Share capital			**2,880**		2,880
Reserves			**711,706**		725,908
TOTAL EQUITY			**714,586**		728,788

Notes:

1. **Basis of preparation**

These unaudited consolidated interim financial statements are prepared in accordance with the requirements of the Rules Governing the Listing of Securities ("Listing Rules") on The Stock Exchange of Hong Kong Limited, including compliance with the Hong Kong Accounting Standard ("HKAS") 34 "Interim financial reporting" issued by the Hong Kong Institute of Certified Public Accountants.

2. **Principal accounting policies**

The accounting policies and methods of computation used in the preparation of these interim financial statements are consistent with those used in the Group's annual financial statements for the year ended 31 March 2014, except in relation to the new and revised Hong Kong Financial Reporting Standards ("HKFRSs", which term collectively includes HKASs and Interpretations) which are effective for accounting periods beginning on or after 1 January 2014 and are adopted for the first time by the Group. The adoption of the new and revised HKFRSs has had no material impact on the accounting policies of the Group and the methods of computation in the Group's consolidated financial statements for the six months ended 30 September 2014.

3. **Segment reporting**

The Group manages its businesses by geographical locations. In a manner consistent with the way in which information is reported internally to the Group's most senior executive management for the purposes of resource allocation and performance assessment, the Group has presented the following two reportable segments. No operating segments have been aggregated to form the following reportable segments.

– The Hong Kong operation represents the sales of house brands and imported brands in Hong Kong.

– The Outside Hong Kong operation represents the manufacture of house brands in Mainland China and sales of house brands and imported brands in Mainland China, Macau, Taiwan and Singapore.

	Unaudited Six months ended 30 September					
	Hong Kong		**Outside Hong Kong**		**Total**	
(in HK$'000)	**2014**	2013	**2014**	2013	**2014**	2013
Revenue from external customers	**108,754**	98,639	**96,345**	94,536	**205,099**	193,175
Inter-segment revenue	**24,737**	29,052	**27,120**	23,491	**51,857**	52,543
Reportable segment revenue	**133,491**	127,691	**123,465**	118,027	**256,956**	245,718
Reportable segment profit/(loss)	**10,533**	10,944	**(3,043)**	(3,857)	**7,490**	7,087
Other revenue and net loss					**4,168**	2,424
Finance costs					**(1)**	–
Share of (loss)/profit of associate					**(55)**	40
Share of loss of joint venture					**(82)**	(259)
Profit before taxation					**11,520**	9,292

4. Profit before taxation

Profit before taxation is arrived at after charging:

(in HK$'000)	**Unaudited Six months ended 30 September 2014**	2013
Depreciation	**13,072**	12,576
Impairment losses on fixed assets	**1,272**	402
Impairment losses on trade debtors	**92**	–
Interest on bank advances	**1**	–
Net loss on disposal of fixed assets	**15**	129

5. Income tax

(in HK$'000)	**Unaudited Six months ended 30 September 2014**	2013
Current tax		
Hong Kong Profits Tax	**1,956**	24
Outside Hong Kong	**812**	1,531
	2,768	1,555
Deferred tax		
Origination and reversal of temporary differences	**46**	(23)
	2,814	1,532

The provision for Hong Kong Profits Tax is calculated at 16.5% (2013: 16.5%) of the estimated assessable profits for the six months ended 30 September 2014. Taxation for the People's Republic of China ("PRC") and overseas subsidiaries is charged at the appropriate current rates of taxation ruling in the relevant tax jurisdictions.

6. Interim dividend

The directors have declared an interim dividend of HK4.0 cents (2013/2014: HK4.0 cents) per share for the year ending 31 March 2015 payable to the shareholders on the register of members of the Company at the close of business on 8 January 2015. The relevant dividend warrants will be despatched to the shareholders on 15 January 2015.

7. Earnings per share

The calculation of basic earnings per share is based on the profit attributable to ordinary equity shareholders of the Company of approximately HK$8,706,000 (2013: HK$7,760,000) and the weighted average number of 287,930,000 (2013: 287,930,000) ordinary shares in issue during the period.

Diluted earnings per share is the same as basic earnings per share both for the six months ended 30 September 2014 and for the comparative period as there were no dilutive potential ordinary shares in issue during the periods.

8. Trade and other receivables

As of the balance sheet date, the ageing analysis of trade debtors (which are included in trade and other receivables and net of impairment losses on trade debtors), based on invoice date, is as follows:

(in HK$'000)	**As at 30 September 2014 (Unaudited)**	As at 31 March 2014 (Audited)
Within 30 days	**11,204**	14,274
Between 31 to 90 days	**1,979**	4,176
Between 91 to 180 days	**196**	39
Between 181 to 365 days	**14**	–
	13,393	18,489

Customers of wholesale business are generally granted with credit terms of 30 to 90 days. Collection of sales receipts from customers of retail business is conducted on a cash basis.

9. Trade and other payables

As of the balance sheet date, the ageing analysis of trade creditors (which are included in trade and other payables), based on the invoice date, is as follows:

(in HK$'000)	**As at 30 September 2014 (Unaudited)**	As at 31 March 2014 (Audited)
Within 30 days	**3,875**	1,696
Between 31 to 90 days	**1,328**	1,783
Over 90 days	**206**	236
	5,409	3,715

REVIEW AND PROSPECTS

The Group's turnover increased by approximately 6% to approximately HK$205,099,000 (2013: HK$193,175,000) during the six months ended 30 September 2014 compared with the corresponding period last year. The improved turnover brought in by diverse marketing strategies adopted by the Group continued to improve Hong Kong market performance as compared to the corresponding period last year. The revenue of the Hong Kong region increased by 10% to approximately HK$108,754,000 (2013: HK$98,639,000) during the period under review. The segment revenue represented approximately 53% of the Group's turnover during the period which highlighted the importance of the local market to the Group. The revenue of the outside Hong Kong region increased by 2% to approximately HK$96,345,000 (2013: HK$94,536,000) during the period under review. The continued significant improvement in performance of Taiwan and Macau districts provided a strong base for the increase in revenue of the outside Hong Kong region.

During the period, the Group's gross profit margin was approximately 82%, which was maintained at similar level as that for the corresponding period in 2013. The gross margin remained in the normal range of the brands under the Group.

Operating expenses for the six months ended 30 September 2014 totaled approximately HK$160,480,000 compared to approximately HK$150,332,000 for the same period last year with an increase of 7%. The increase in operating expenses mainly in the areas of rental expenses and staff costs reached a slightly higher level than the increase in turnover during the period under review.

The profit for the period was approximately HK$8.7 million (2013: HK$7.8 million), approximately 12% higher than that of the corresponding period last year. The increase was mainly attributable to the improvement in turnover during the period under review.

There were totally 39 *MOISELLE* (2013: 44 *MOISELLE*) stores located in various cities in the PRC as at 30 September 2014. 19 (2013: 25) out of the 39 (2013: 44) stores were operated as consignment stores and 18 (2013: 17) were retail shops. The remaining ones were operated by franchisees. The Group also operated totally 7 *mademoiselle* (2013: 12 *mademoiselle*) stores in China at the end of the period under review. The sales network in Mainland China had been restructured with the aim at ultimate performance improvement in the market.

Concerning Hong Kong market, the Group operated 10 *MOISELLE*, one *imaroon* and 9 *mademoiselle* (2013: 12 *MOISELLE*, one *imaroon* and 7 *mademoiselle*) retail stores as at 30 September 2014. The Group has opened its first M Concept store in Macau during the period under review. There were two *MOISELLE* and one *mademoiselle* (2013: two *MOISELLE* and one *mademoiselle*) stores in Macau and 15 *MOISELLE* and 8 *mademoiselle* (2013: 14 *MOISELLE* and 5 *mademoiselle*) stores in Taiwan at the end of the period under review.

The Group operated one (2013: one) retail store of *MOISELLE* in Singapore during the period. The location was chosen at the Marina Bay Sands Shoppes which had high potential of raising brand awareness whilst the shopping mall brought about new customers to *MOISELLE* brand.

The Group had continued to support the new brand, *GERMAIN*, and maintained its retail store at Matheson Street, Causeway Bay. One new retail store of *GERMAIN* was opened at New Town Plaza, Shatin during the period under review. In China, the Group maintained the *GERMAIN* stores at Sanlitun, Beijing and APM, Shanghai during the period under review. In Singapore, the *GERMAIN* store was maintained at the Marina Bay Sands Shoppes during the period under review. The brand would provide distinctive designs to modern, discerning women that are both desirable and practical for each season, with a sense of understated luxury and restrained elegance. In Hong Kong market, the Group carried three (2013: two) retail stores of *SEQUOIA*, a French accessories brand which was operated by the joint venture of the Group during the period under review. In Macau, the Group maintained one (2013: one) retail store of *COCCINELLE*, an Italian fashion accessories brand during the period under review.

The management will continue to upgrade the brand image of *MOISELLE* with differentiated themes to capture new groups of customers with different niche requirements. In addition, resources would continue to be concentrated in design and development and customer services enhancement in order to provide prestige brand choice to the customers. More stringent measures will be implemented by the management to continuously improve efficiency of the Group's resources.

FINANCIAL POSITION

During the period, the Group financed its operations with internally generated cash flows. The Group adopts a prudent financial policy such that it can meet the financial obligations when they fall due and maintain a sufficient operating fund for the development of the Group's business. At the end of the financial period, the Group's aggregate fixed deposits and cash balances amounted to approximately HK$213 million (31 March 2014: HK$250 million). As at 30 September 2014, the Group maintained aggregate composite banking facilities of approximately HK$41 million (31 March 2014: HK$41 million) with various banks, of which approximately HK$2 million (31 March 2014: HK$2 million) was utilised.

The Group continues to enjoy healthy financial position. As at 30 September 2014, the current ratio (current assets divided by current liabilities) was approximately 6.4 times (31 March 2014: 5.7 times) and the gearing ratio (aggregate of bank borrowings and finance lease payables divided by shareholders' equity) was zero (31 March 2014: zero).

Commitments

Capital commitments outstanding at 30 September 2014 which were contracted for but not provided for in the consolidated financial statements were HK$2.6 million (31 March 2014: HK$1.2 million).

Contingent liabilities

At 30 September 2014, the Company and its subsidiaries had contingent liabilities in relation to guarantees given to banks against banking facilities extended to certain wholly owned subsidiaries amounted to approximately HK$2 million (31 March 2014: HK$2 million).

EMPLOYEE

As at 30 September 2014, the Group employed 791 (31 March 2014: 821) employees mainly in Hong Kong and Mainland China. Salaries of employees are maintained at competitive levels while bonuses are granted on a discretionary basis. Other employee benefits include mandatory provident fund, statutory and medical insurance cover and training programmes.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

There were no purchases, sales or redemptions of the Company's listed securities by the Company or any of its subsidiaries during the period.

CORPORATE GOVERNANCE CODE

Save for the deviations of the Code Provisions A.2.1 and A.6.7 as below, the Company has complied with the code provisions listed in the Corporate Governance Code (the "CG code") as set out in Appendix 14 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("Listing Rules") throughout the period of six months ended 30 September 2014.

Code Provision A.2.1

Under Code Provision A.2.1 of the CG Code, the roles of chairman and chief executive officer should be separated and should not be performed by the same individual. Currently, Mr. Chan Yum Kit is the chairman of the Board and also assumes the role of the chief executive officer. The Board considers that the current management structure ensures consistent leadership and optimal efficiency for the operation of the Company. The Company will however keep this matter under review.

Code Provision A.6.7

Code Provision A.6.7 of the CG Code provides that the independent non-executive directors should attend general meetings of the Company. Due to prior business engagements external to the Company, one independent non-executive director of the Company, Ms. Yu Yuk Ying, Vivian was unable to attend the annual general meeting of the Company held on 14 August 2014.

AUDIT COMMITTEE

The Company has an audit committee which was established in compliance with Rule 3.21 of the Listing Rules for the purposes of reviewing and providing supervision over the Group's financial reporting process and internal controls. The audit committee comprises three independent non-executive directors of the Company.

The audit committee of the Company has reviewed with the management the accounting principles and practices adopted by the Group and the unaudited consolidated financial statements of the Group for the six months ended 30 September 2014.

CLOSURE OF REGISTER OF MEMBERS

The register of members of the Company will be closed from 6 January 2015 to 8 January 2015, both days inclusive, during which period no transfer of shares will be effected. To qualify for the interim dividend, all transfer documents accompanied by the relevant share certificates should be lodged with the Company's branch share registrar and transfer office in Hong Kong, Hong Kong Registrars Limited, Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, for registration not later than 4:30 p.m. on Monday, 5 January 2015.

By Order of the Board
Chan Yum Kit
Chairman

Hong Kong, 26 November 2014

As at the date of this announcement, the Company's executive directors are Mr. Chan Yum Kit, Ms. Tsui How Kiu, Shirley, Mr. Chui Hing Yee and Mr. Chan Sze Chun, and independent non-executive directors are Ms. Yu Yuk Ying, Vivian, Mr. Chu Chun Kit, Sidney and Ms. Wong Shuk Ying, Helen.