Cowell e Holdings Inc.
高偉電子控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1415)

POSITIVE PROFIT ALERT

This announcement is made by Cowell e Holdings Inc. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that based on the currently available preliminary assessment of the unaudited consolidated management accounts of the Company for the six months ending 30 June 2015 (the "**Accounts**"), the Group expects to record a substantial increase in net profit by more than 150% for the six months ending 30 June 2015 when compared with the net profit recorded by the Group for the six months ended 30 June 2014. Such increase was primarily attributed to the increase in the revenue by more than 50% due to favorable business environments while fixed costs remained comparatively steady.

As at the date of this announcement, the Company is still in the process of preparing the interim results of the Group for the six months ending 30 June 2015. The information as set out above is only based on a preliminary assessment by the Board on the information currently available to it, including the Accounts, which have not been finalized and not been reviewed by the Company's auditors or the audit committee. Shareholders and potential investors of the Company should read the interim results of the Company for the six months ending 30 June 2015 which are expected to be published before the end of August 2015.

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

By order of the Board
Cowell e Holdings Inc.
Kwak Joung Hwan
Chairman

Hong Kong, 29 June 2015

As at the date of this announcement, the Board comprises Mr. Kwak Joung Hwan, Mr. Kim Kab Cheol and Mr. Seong Seokhoon as executive Directors; Mr. Yoon Yeo Eul, Mr. Lee Dong-Chun and Mr. Kim Jae Min as non-executive Directors; and Mr. Okayama Masanori, Mr. Kim Chan Su and Dr. Song Si Young as independent non-executive Directors.