COWELL

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 eleven months ending November 30, 2015 (the "**Accounts**") and the currently available information, the Group expects to record about 8% to 13% growth in the net profit for the year ending December 31, 2015 when compared with the net profit recorded by the Group for the year ended December 31, 2014. Such increase was primarily attributed to the increase in the revenue due to favorable business environments in the first half of 2015 while fixed costs remained comparatively steady.

However, in the second half of 2015, there was a decrease in demand of smart phones. Such decrease in the demand of the smart phones adversely affected the Group's growth in revenue. As a result, despite the substantial increase in the consolidated net profits for the six months ended June 30, 2015 when compared with the same period in 2014, the Group only expects to record about 8% to 13% growth in the net profit for the year ending December 31, 2015 when compared with the net profit recorded by the Group for the year ended December 31, 2014.

As at the date of this announcement, the Company is still in the process of preparing the annual results of the Group for the year ending December 31, 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 reviewed by the Company's auditors or audit committee. Shareholders and potential investors of the Company should read the annual results of the Company for the year ending December 31, 2015 are expected to be published before the end of March 2016.

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, December 21, 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. 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.