DICKSON

DICKSON CONCEPTS (INTERNATIONAL) LIMITED
廸生創建(國際)有限公司*
(incorporated in Bermuda with limited liability)

(Stock Code: 0113)

EARNINGS UPDATE

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 retail climate in Hong Kong, China and South East Asia has further declined in the second half of the financial year. As a result, the sales and profitability of Dickson Concepts (International) Limited ("the Company") and its subsidiary companies (together "the Group") 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 year ended 31st March, 2016, the Group is expected to record a significantly higher loss for the year ended 31st March, 2016 as compared to the year ended 31st March, 2015, mainly due to impairment charges for intangible asset and fixed assets relating to certain retail stores as a result of poor market conditions.

The Board would like to stress that the impairment charges are 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 assessment after reviewing the unaudited consolidated accounts of the Group for the year ended 31st March, 2016. The Group's full year results are subject to audit by the Company's independent auditor prior to finalization of such accounts. Therefore, the Group's results for the year ended 31st March, 2016 may be different from the information set out in this announcement. The Group is expected to publish its final results for the year ended 31st March, 2016 on 30th May, 2016.

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

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, 13th May, 2016

* *For identification purposes only*