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)

PROFIT WARNING

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 and potential investors of the Company that, based on a preliminary assessment by the management of the Group on the unaudited consolidated management accounts of the Group for the five months ended 31 May 2016 (the "**Management Accounts**"), the Company expects to record a significant decline in the Group's profit for the six months ending 30 June 2016 (the "**Period**") as compared to the same period in 2015. The decline was primarily attributable to (i) the decrease in sales due to the seasonality of the business and the weak demand in the smart phone industry during the Period; (ii) R&D expenses for the new high-end product booked in the Period while low customer's orders at the initial stage of mass production in the second quarter of 2016.

The information contained in this announcement is only based on a preliminary assessment by the Board on the Management Accounts, which has not been finalized or reviewed by the Company's auditors or the audit committee of the Company. Further details of the Company's performance will be disclosed when the interim results of the Company for the six-month period ending 30 June 2016 is expected to be published on or before 31 August 2016. Despite the expected decline in the Group's profit for the Period due to the reasons mentioned above, the Board considered that the financial position of the Group remains sound and healthy and is positive on the long-term prospect of the Group.

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

By the order of the Board of
Cowell e Holdings Inc.
Seong Seokhoon
Chairman

Hong Kong, 20 June, 2016

As at the date of this announcement, the Board comprises Mr. Kim Kab Cheol and Mr. Seong Seokhoon as executive Directors; and Mr. Kim Chan Su, Mr. Kim Ilung and Dr. Song Si Young as independent non-executive Directors.