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POU SHENG INTERNATIONAL (HOLDINGS) LIMITED

寶勝國際（控股）有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 3813)

POSITIVE PROFIT ALERT

This announcement is made by Pou Sheng International (Holdings) Limited (the “Company” and, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2)(a) 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on its preliminary review of the unaudited consolidated management accounts of the Group for the nine months ended 30 September 2014 (the “Period”), the Group is expected to record a consolidated net profit for the Period as compared to a consolidated net loss of approximately US\$23.6 million for the corresponding period in 2013.

The Group’s expected profit position for the Period is mainly attributable to (i) improvement in the sales performance of footwear and apparel products and increase in operating efficiency of the Group as compared with the corresponding period in 2013; and (ii) decrease in net finance costs and impairment losses on certain assets for the Group during the Period.

The Company is in the process of finalizing the unaudited results of the Group for the Period. The information contained in this announcement is only a preliminary assessment by the management of the Company based on information currently available to the Board, and is not based on any figures or information which have been audited or reviewed by the Company’s auditor. Shareholders and potential investors should refer to the third quarterly results announcement of the Company for the nine months ended 30 September 2014 which is expected to be released in mid November 2014.

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

By Order of the Board
Tsai David, Nai Fung
Chairman

Hong Kong, 24 October 2014

As at the date of this announcement, Mr. Tsai David, Nai Fung is the Chairman and Non-executive Director; Mr. Kwan, Heh-Der is the Chief Executive Officer and Executive Director; Mr. Wu, Pan-Tsu is the Executive Director; Ms. Tsai Patty, Pei Chun and Mr. Li I-nan are the Non-executive Directors; and Mr. Chen Huan-Chung, Mr. Hsieh, Wuei-Jung and Mr. Shan Xue are the Independent Non-executive Directors.

Website: www.pousheng.com