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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)**

### **PROFIT WARNING**

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Group is expected that it will further record a substantial loss for the year ending December 31, 2012 after the Group's unaudited second interim results for the twelve months ended September 30, 2012.

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

This announcement is made by Pou Sheng International (Holdings) Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board of directors (the "Board") of the Company wishes to inform the shareholders of the Company and potential investors that, based on its preliminary review of unaudited consolidated management accounts of the Group for the fourteen months ended November 30, 2012, the Group is expected that it will further record a substantial loss for the year ending December 31, 2012 after the Group's unaudited second interim results for the twelve months ended September 30, 2012. The expected substantial loss was mainly attributable to:

- 1) worse than expected operating results for the two month period after the group's unaudited second interim results for the twelve months ended September 30, 2012; and
- 2) greater efforts to clean up the excess inventory (including brand companies buy-back inventory) has led to the decline in gross profit margin.

The information contained in this announcement is only based on a preliminary assessment by the Board based on information currently available to it, including the unaudited consolidated management accounts of the Group for the fourteen months ended November 30, 2012, which have not been confirmed, reviewed or finalized by the audit committee of the Company as at the date of this announcement. Shareholders of the Company and potential investors should refer to the details in the final results announcement of the Company for the fifteen months ending December 31, 2012 which is expected to be released in March 2013.

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

By Order of the Board  
**Tsai David, Nai Fung**  
*Chairman*

Hong Kong, December 28, 2012

*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 Ms. Kuo, Li-Lien are the Non-executive Directors; and Mr. Chen Huan-Chung, Mr. Hu Sheng-Yih, and Mr. Chang Li Hsien, Leslie are the Independent Non-executive Directors.*

*Website: [www.pousheng.com](http://www.pousheng.com)*