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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 Listing Rules. The Group is expected to record a loss in its audited consolidated results for the year ended 30 September 2009 as compared to a profit for the year ended 30 September 2008.

**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 “Listing Rules”).

The Group is expected to record a loss in its audited consolidated results for the year ended 30 September 2009 as compared to a profit for the year ended 30 September 2008.

The loss is mainly attributable to (i) a decrease in the gross profit margin on the sale of *Converse* products as the Group’s exclusive brand licensee arrangement with *Converse* in People’s Republic of China expired on 31 December 2008 as disclosed in the prospectus of the Company dated 26 May 2008 in connection with its initial listing; (ii) a decrease in gross profit margin as a result of higher discounts offered as an incentive to boost the lower than expected sales in the midst of the global financial crisis and post-Olympic slow down; (iii) increases in selling and distribution expenses; and (iv) increases in inventory provision. In addition, as mentioned in the announcements of the

Company dated 4 September 2009 and 30 September 2009, the results of the Group is expected to be materially and adversely affected as a result of (i) termination of share subscriptions under the Company's then share subscription plan; and (ii) impairment provision due to proposed disposal of interest in jointly controlled entity.

The information contained in this announcement is only an assessment made by the management of the Company relying on unaudited consolidated management accounts of the Group, and such information has not been audited or reviewed by the Company's auditor. Shareholders of the Company and potential investors are advised to refer to the details in the final results announcement of the Company for the year ended 30 September 2009 which is expected to be released in January 2010.

**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 and Chief Executive Officer*

Hong Kong, 16 November 2009

*As at the date of this announcement, Mr. Tsai David, Nai Fung (Chairman and Chief Executive Officer); Mr. Lee Chung Wen, Mr. Huang Chun Hua, Mr. Lu Ning and Ms. Chang Karen Yi-Fen are the Executive Directors; Ms. Tsai Patty, Pei Chun and Ms. Kuo, Li-Lien are the Non-executive Directors; and Mr. Chen Huan-Chung, Mr. Hu Sheng-Yih, Mr. Mak Kin Kwong and Mr. Cheng Ming Fun Paul are the Independent Non-executive Directors.*

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