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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 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 six months ended 30 June 2015 (the “Period”), the Group is expected to record a consolidated unaudited net profit for the Period as compared to a consolidated unaudited net loss of approximately US\$2.59 million for the corresponding period in 2014.

The Group has been suffering losses of US\$0.65 million and US\$2.59 million in the three months ended 31 March 2014 and six months ended 30 June 2014 respectively. As a result of improvement in sales and increase in operating efficiency and decrease in net finance costs and impairment losses, the Group reversed its loss position and reported net profit of US\$4.05 million for the nine months ended 30 September 2014. The Group maintained its net profit position and reported net profit of US\$6.49 million for the year ended 31 December 2014. For the three months ended 31 March 2015, the Group reported unaudited net profit of approximately US\$10 million. Based on unaudited consolidated management accounts, the Group expects to continue with its net profit position for the six months ended 30 June 2015 which is primarily due to (i) improvement in operational process and retail efficiency; (ii) cost savings from centralized merchandize management; and (iii) fewer sales promotions as compared with the corresponding period in 2014.

The Company is still 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 results announcement of the Company for the six months ended 30 June 2015 which is expected to be released in mid August 2015.

Shareholders 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, 20 July 2015

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.