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HENGDELI HOLDINGS LIMITED

亨得利控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 3389)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that, based on preliminary review by the Group's management of the unaudited management accounts of the Group for the financial year ended 31 December 2011, the Group is expected to record a significant increase in its net profit for the financial year ended 31 December 2011 as compared to that of the financial year ended 31 December 2010.

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

This announcement is made by Hengdeli Holdings Limited (the "**Company**") and 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 board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that based on preliminary review by the Group's management of the unaudited management accounts of the Group for the financial year ended 31 December 2011, the Group is expected to record a significant increase in its net profit for the financial year ended 31 December 2011 as compared to the financial year ended 31 December 2010.

Based on the information currently available, the profit increase is expected to be mainly attributable to the strong consumption of the consumers in the Great China Region, the successful expansion of the Group's business and the effective costs control etc.

As the Company is still in the process of finalizing the results of the Group for the financial year ended 31 December 2011, the information contained in this announcement is only based on a preliminary assessment by the Group's management of the unaudited management accounts of the Group and the information available for the time being, but not on any data or information which has been audited or reviewed by the auditors of the Company. The audited financial results of the Group for the financial year ended 31 December 2011 are expected to be announced by the Company in March 2012.

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

By Order of the Board
HENGDELI HOLDINGS LIMITED
Zhang Yuping
Chairman

Hong Kong, 29 February 2012

As at the date hereof, the Executive Director and Chairman of the Company is Mr. Zhang Yuping, the Executive Directors are Mr. Song Jianwen and Mr. Huang Yonghua, the Non-executive Directors are Mr. Chen Sheng, Mr. Shi Zhongyang and Ms. Zheng Yu, the Independent Non-executive Directors are Mr. Cai Jianmin, Mr. Wong Kam Fai William and Mr. Liu Xueling.