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CHEUNG WO INTERNATIONAL HOLDINGS LIMITED

長和國際實業集團有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 00009)

PROFIT WARNING

This announcement is made by the Company pursuant to Rules 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that, based on the management's preliminary assessment of the unaudited consolidated management accounts of the Group, it is expected to record a loss for the year ended 31 December 2012, as compared to a profit for the year ended 31 December 2011.

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

This announcement is made by Cheung Wo International Holdings Limited (the “**Company**”, which together with its subsidiaries, the “**Group**”) pursuant to Rules 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (“**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that, based on the management's preliminary assessment of the unaudited consolidated management accounts, it is expected that the Group may record a loss for the year ended 31 December 2012, as compared to a profit for the year ended 31 December 2011. The loss for the Group is mainly attributable to the following:

- (i) the operating loss from the film production and release of the film “**Floating City**”; and

* *For identification purpose only*

- (ii) the decrease in both revenue and contribution from film processing due to the digital technology advancement.

The Company is still in the process of finalising the audited financial statements of the Group for the year ended 31 December 2012. The information contained in this announcement is only based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2012, which has not been finalised by the Company's auditors. Audited financial statements of the Group for the year ended 31 December 2012 is expected to be finalised by the Company's auditors and published before the end of March 2013.

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

By order of the Board
Cheung Wo International Holdings Limited
JIN LEI
Chairman

Hong Kong, 13 March 2013

As at the date of this announcement, the Board comprises six Directors. The executive Directors are Mr. Jin Lei (Chairman), Ms. Law Kee, Alice (Chief Executive Officer) and Mr. Hui Wai Lee, Willy; and the independent non-executive Directors are Mr. Tsui Pui Hung, Mr. Tang Ping Sum and Mr. Chu To, Jonathan.