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HONG KONG JEWELLERY HOLDING LIMITED
香港珠寶控股有限公司
(Incorporated in Bermuda with limited liability)
(Stock code: 8048)

PROFIT WARNING

This announcement is made by Hong Kong Jewellery Holding Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (“**GEM**”) of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Based on the preliminary review by the board (the “**Board**”) of directors (the “**Directors**”) of the Company of the unaudited consolidated management accounts of the Group for the nine months ended 30 September 2013, the Board wishes to inform the shareholders (the “**Shareholders**”) of the Company and the potential investors that the Group expects to record a significant loss attributable to owners of the Company for the nine months ended 30 September 2013 as compared with the profit attributable to owners of the Company recorded in the corresponding period of 2012. The Board considers that such loss was mainly attributable to the significant costs of promotion and development expenses incurred by the Group for its ambitious expansion in the jewellery business, which has been a new business segment of the Group this year.

As the Company is in the process of finalizing its results for the nine months ended 30 September 2013 (the “**Third Quarterly Results**”), the information contained in this announcement is only a preliminary assessment by the Board based on the information currently available to the Company and the unaudited consolidated management accounts of the Group for the nine months ended 30 September 2013, which have not been reviewed or audited by the Company’s auditors. The Third Quarterly Results are expected to be approved and announced by the Board on 11 November 2013. Shareholders and potential investors are advised to read the announcement of the Third Quarterly Results carefully when it is published.

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

By order of the Board
HONG KONG JEWELLERY HOLDING LIMITED
Li Xia
Chairman

Hong Kong, 1 November 2013

As at the date of this announcement, the Board comprises four executive Directors, namely, Li Xia, Lin Di, Chen Yin and Yip Tin Hung and three independent non-executive Directors, namely, Lam Tin Faat, Lu Haina and Fu Ping Man.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief:- (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; and (2) there are no other matters the omission of which would make any statement in this announcement misleading.

This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcement” page for at least seven days from the date of its publication and the Company’s website at www.hkjewelry.net.