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BINGO GROUP HOLDINGS LIMITED

比高集團控股有限公司

(Formerly known as Emcom International Limited)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8220)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules.

The Board wishes to inform the Shareholders that the Group is expected to record a substantial loss for the six months ended 30 September 2010 as compared to the profit for the same period in 2009 which is mainly attributable to the recognition of convertible bonds and shares options at fair value in accordance with the International Financial Reporting Standards (Amendment 2) by the Company during the six months ended 30 September 2010.

This profit warning announcement is only based on the Company's preliminary assessment by the management of the Company on the management accounts of the Group for the six months ended 30 September 2010, which has not been reviewed nor audited by the Company's auditor.

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

This announcement is made by Bingo Group Holdings Limited (the "**Company**", together with its subsidiaries as the "**Group**") pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**").

The board (the "**Board**") of directors of the Company wishes to inform the shareholders (the "**Shareholders**") of the Company that the Group is expected to record a substantial loss for the six months ended 30 September 2010 as compared to the profit for the same period in 2009 which is mainly attributable to the recognition of convertible bonds and shares options at fair value in accordance with the International Financial Reporting Standards (Amendment 2) by the Company during the six months ended 30 September 2010.

This profit warning announcement is only based on the preliminary assessment by the management of the Company on the management accounts of the Group for the six months ended 30 September 2010, which has not been reviewed nor audited by the Company's auditor. Further details of the Group's financial data will be disclosed in the Group's unaudited interim results of the Group for the six months ended 30 September 2010 to be announced on 12 November 2010.

The Board considers that the overall operation of the Group as a whole remains sound and intact, and the financial position of the Group remains solid.

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

By order of the Board
Bingo Group Holdings Limited
Chan Cheong Yee
Executive Director

Hong Kong, 9 November 2010

As at the date of this announcement, the Company's executive Directors are Mr. Chiau Sing Chi, Mr. Chan Cheong Yee, and Mr. Yik Chok Man, the Company's non-executive Directors are Mr. Chong Lee Chang and Mrs. Chin Chow Chung Hang, Roberta, and the Company's independent non-executive Directors are Mrs. Chen Chou Mei Mei, Vivien, Mr. Chum Kwan Yue, Desmond and Mr. Wong Chak Keung.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited 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 the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this document misleading.

This announcement will remain on the 'Latest Company Announcements' page of the GEM website (www.hkgem.com) for at least 7 days from its date of publication and on the website of the Company at www.bingogroup.com.hk.