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## **China Post E-Commerce (Holdings) Limited**

**中郵電貿（控股）有限公司\***

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8041)**

*Website: <http://www.cpech.com>*

### **PROFIT WARNING**

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

The Board would like to inform the shareholders of the Company that it is expected that the consolidated loss of the Group for the three months ended 31 March 2011 may show a significant increase as compared with that in 2010.

**Investors and shareholders of the Company are urged to exercise caution when dealing in the shares of the Company.**

The announcement is made by China Post E-Commerce (Holdings) Limited (the “Company”) and its subsidiaries (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 (“GEM Listing Rules”).

After preliminary review by the Company’s management based on the information currently available, the board of directors of the Company (the “Board”) would like to inform the shareholders of the Company that it is expected that the consolidated loss of the Group for the three months ended 31 March 2011 may show a significant increase as compared with that in 2010. Such increase was mainly due to the impairment loss of goodwill.

\* *For identification purpose only*

This announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the three months ended 31 March 2011, which have not been reviewed by the audit committee of the Company. Detailed information on the financial results of the Group will be disclosed in the quarterly results announcement for the three months ended 31 March 2011.

**Investors and shareholders of the Company are urged to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**China Post E-Commerce (Holdings) Limited**  
**Lau Chi Yuen, Joseph**  
*Chairman*

Hong Kong, 5 May 2011

*As at the date of this announcement, the Board comprises two (2) executive directors, namely, Mr. Lau Chi Yuen, Joseph (Chairman) and Mr. Chung Man Wai, and three (3) independent non-executive directors, namely Dr. Lee Chung Mong, John, Mr. Tam Wing Kin and Mr. Fung Chan Man, Alex.*

*This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for 7 days from the date of its posting and on the website of the Company.*

*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 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 announcement misleading.*