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世大控股有限公司

GREAT WORLD COMPANY HOLDINGS LTD

(Incorporated in the Cayman Islands with limited liability)

(Stock Code : 8003)

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 of the Company and potential investors that the consolidated net loss of the Group for the nine months ended 31 December 2011 is expected to increase significantly as compared to the corresponding period in 2010.

The information contained in this announcement is only based on the preliminary review of the management accounts of the Group and the information currently available to the Board, which has not been confirmed nor audited by the Company's independent external auditors.

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

This announcement is made by Great World Company Holdings Ltd (the “**Company**”, together with 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 (the “**GEM Listing Rules**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the management accounts of the Group for the nine months ended 31 December 2011, the consolidated net loss of the Group for the nine months ended 31 December 2011 is expected to increase significantly as compared to the corresponding period in 2010 due to increase in share of loss of an associate and decrease in fair value of the investment property .

The information contained in this announcement is based on the preliminary review of the management accounts of the Group and the information currently available to the Board, which has not been confirmed nor audited by the Company's independent external auditors. As at the date of this

announcement, the Group's third quarterly results for the nine months ended 31 December 2011 have not been finalised. Investors are advised to read carefully the third quarterly results announcement of the Company for the nine months ended 31 December 2011 which is expected to be published on 14 February 2012.

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

By order of the Board
Great World Company Holdings Ltd
NG Mui King, Joky
Chairman

Hong Kong, 10 February 2012

As at the date of this announcement, the Board comprises of (i) three Executive Directors, namely Ms. Ng Mui King, Joky, Mr. Tong Wang Shun and Ms. Zeng Jieping; (ii) one Non-Executive Director, namely Mr. Pong Shing Ngai; and (iii) three Independent Non-Executive Directors, namely Ms. Hui Sin Man, Alice, Mr. Chung Koon Yan and Mr. Chan Ying Cheong.

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.

This announcement will remain on the "Latest Company Announcements" page of the GEM website <http://www.hkgem.com> for at least 7 days from the date of its publication and on the Company's website <http://www.gwchl.com>.