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**PHOENITRON**  
**PHOENITRON HOLDINGS LIMITED**

**品創控股有限公司**

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

**(Stock code: 8066)**

**POSITIVE PROFIT ALERT**

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

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a significant profit for the year ended 31 December 2011 as compared to the corresponding period in 2010.

This positive profit alert announcement is only based on the preliminary review by the management with reference to the management accounts of the Group for the year ended 31 December 2011, which is currently being reviewed and audited by the auditors of the Company.

**Shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

This announcement is made 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 (the "Directors") of Phoenitron Holdings Limited (the "Company") wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that based on the preliminary review of the unaudited management accounts, it is expected that the annual results of the Company and its subsidiaries (collectively the "Group") for the year ended 31 December 2011 will record a significant profit as compared to the corresponding period in 2010. The Board considers that the significant profit in the financial results of the Company for the year ended 31 December 2011 was mainly attributable to the fair value gain on derivative portion of the preferred shares of a jointly controlled entity.

This positive profit alert announcement is only based on the preliminary review by the management with reference to the management accounts of the Group for the year ended 31 December 2011, which is currently being reviewed and audited by the auditors of the Company. The final annual results of the Group for the year ended 31 December 2011, which are expected to be announced on 23 March 2012, are still being finalized and may subject to adjustment.

**Shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Phoenitron Holdings Limited**  
**Chang Wei Wen**  
*Director*

Hong Kong, 19 March 2012

*As at the date of this announcement, the Board comprises four executive Directors, Ms. Lily Wu (Chairman and Chief Executive Officer), Ms. Leung Quan Yue, Michelle, Mr. Chang Wei Wen and Mr. Yang Meng Hsiu, and three independent non-executive Directors, Ms. Wong Ka Wai, Jeanne, Mr. Leung Ka Kui, Johnny and Mr. Chan Siu Wing, Raymond.*

*This announcement, for which the directors of the Company 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 of the Company, 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 in this announcement misleading.*

*This announcement will remain on the “Latest Company Announcements” page of the GEM website ([www.hkgem.com](http://www.hkgem.com)) for at least 7 days from its date of posting and the Company’s website at [www.phoenitron.com](http://www.phoenitron.com).*