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LONG SUCCESS INTERNATIONAL (HOLDINGS) LIMITED

百齡國際（控股）有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 8017)

PROFIT WARNING

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

The Board would like to inform the Shareholders and potential investors that the Group is expected to record a substantial increase in net loss for the nine months ended 31 December 2012 as compared to the loss for the corresponding period in 2011.

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

This announcement is made by Long Success International (Holdings) 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 of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”).

The board of directors (the “Board”) of the Company would like to inform the shareholders (the “Shareholders”) of the Company and potential investors that due to (1) the material drop in the Group’s revenue and gross profit in relation to the paper manufacturing business; and (2) the amortization of intangible assets; and (3) the increase in certain administrative expenses, it is expected to record a substantial increase in net loss for the nine months ended 31 December 2012 as compared to the loss for the corresponding period in 2011.

The information contained in this announcement is only based on the preliminary assessment by the Board in accordance with the unaudited management accounts of the Group. The Company is still in the process of finalizing the results for the current period. Details of the Group’s performance will be disclosed in the result announcement of the Group for the nine months ended 31 December 2012 which is expected to be announced on 7 February 2013.

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

By Order of the Board
Long Success International (Holdings) Limited
Wong Kam Leong
Chairman

Hong Kong, 31 January 2013

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Wong Kam Leong, Mr. Hu Dongguang, Mr. Lu Shiyong and Mr. Siu Chi Keung; and three independent non-executive Directors, namely Mr. Fok Po Tin, Mr. Ho Lok Cheong and Mr. Tam Yuk Sang, Sammy.

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 at www.hkgem.com on the “Latest Company Announcements” page of the GEM website for at least 7 days from the date of its posting and on the Company website at www.long-success.com.

* *For identification purpose only*