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**SAMSON HOLDING LTD.**

**順誠控股有限公司\***

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

**(Stock Code: 00531)**

**PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a loss for the year ended 31 December 2008 as compared to a profit for the year ended 31 December 2007.

**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 Samson Holding Ltd. (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

Based on the latest information available, the board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that it is expected that the Group is likely to incur a loss for the year ended 31 December 2008. Such loss was attributable to an impairment provision on available-for-sale financial assets of approximately US\$ 59 million. The Group’s core business is still contributing profit positively.

The Group does not have any exposure to equity or currency accumulators. The impairment loss was a non-cash item and it will not affect the cash flow of the Group. The core business of the Group comprising furniture manufacturing and wholesale operations performed satisfactorily and contributed profit to the Group in 2008. The Board is of the view that the financial position of the Group is sound with a strong net cash position and the Group is well positioned to meet the challenges ahead.

The Company is in the process of preparing the Group’s results for the year ended 31 December 2008. The information contained in this announcement is only based on information currently available to the Group and a preliminary assessment of the unaudited management financial statements. It is not based on any figures or information that has been audited or reviewed by the Company’s auditors and is subject to finalisation and necessary adjustments. The Company

expects to announce its consolidated results for the year ended 31 December 2008 in April 2009.

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

On behalf of the Board  
**Samson Holding Ltd.**  
**Shan Huei KUO**  
*Chairman*

*As at the date of this announcement, Mr. Shan Huei Kuo (Chairman), Ms. Yi-Mei Liu (Deputy Chairman) and Mr. Mohamad Aminozakeri are the executive directors of the Company; Mr. Sheng Hsiung Pan and Mr. Yuang-Whang Liao are the non-executive directors of the Company; and Mr. Ming-Jian Kuo, Mr. Siu Ki Lau and Mr. Sui-Yu Wu are the independent non-executive directors of the Company.*

26 March 2009

*\* For identification purpose only*