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SCMP Group Limited

SCMP集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 583)

PROFIT WARNING

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

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a loss for the six months ended 30 June 2009 as compared to a profit for the same period in 2008.

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

This announcement is made by SCMP Group Limited (the “Company”) 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”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Company and its subsidiaries (collectively, the “Group”) is expected to record a loss for the six months ended 30 June 2009 as compared to a profit for the same period in 2008. Such decline was mainly due to the severe impact of the global financial crisis on our business operations resulting in a significant drop in the Group’s revenues.

This profit warning announcement is only based on the preliminary consolidated management accounts of the Group for the six months ended 30 June 2009. The interim results of the Group for the six months ended 30 June 2009 is expected to be announced in September 2009.

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

On behalf of the Board
SCMP Group Limited
David J. PANG
Chairman

Hong Kong, 18 August 2009

As at the date of this announcement, the Board comprises:

Non-executive Directors

Dr. David J. Pang (Chairman), Mr. Roberto V. Ongpin (Deputy Chairman), Tan Sri Dr. Khoo Kay Peng and Mr. Kuok Khoon Ean

Independent Non-executive Directors

The Hon. Ronald J. Arculli, Mr. Peter Lee Ting Chang, Dr. The Hon. Sir David Li Kwok Po and Mr. Wong Kai Man

Executive Director

Ms. Kuok Hui Kwong

** For identification purpose only*