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**le saunda holdings ltd.**

利信達集團有限公司\*

*(incorporated in Bermuda with limited liability)*

**(stock code: 0738)**

## **POSITIVE PROFIT ALERT**

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

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a significant increase in profit attributable to equity holders of the Company (the “Profit”) for the year ended 28 February 2010 as compared to the results for the year ended 28 February 2009. The increase in expected Profit for the financial year 2009/10 would be mainly attributable to (i) encouraging profit growth in Mainland China retail business; (ii) improved performance from Hong Kong retail operation in the second half of the year; (iii) profit on disposal of investment properties; and (iv) net exchange gains and fair value gains on investment properties as opposed to net exchange losses and fair value losses on investment properties for the year ended 28 February 2009.

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

This announcement is made by **Le Saunda Holdings Limited** (the “Company”, and together with its subsidiaries, the “Group”) pursuant to Rule 13.09 (1) of the Rules Governing the Listing of Securities (the “Listing Rules”) on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board of directors of the Company (the “Board”) wishes to inform shareholders of the Company and potential investors that based on preliminary review of the unaudited consolidated management accounts of the Group, it is expected that the Group will record a significant increase in Profit for the year ended 28 February 2010 as compared to the results for the year ended 28 February 2009. It is estimated that the Profit would increase by more than 50%, compared to the corresponding

period in the previous year. The increase in expected Profit for the financial year 2009/10 would be mainly attributable to (i) encouraging profit growth in Mainland China retail business; (ii) improved performance from Hong Kong retail operation in the second half of the year; (iii) profit on disposal of investment properties; and (iv) net exchange gains and fair value gains on investment properties as opposed to net exchange losses and fair value losses on investment properties for the year ended 28 February 2009.

The Company is still in the process of finalizing the Group's audited results for the year ended 28 February 2010. The information contained in this announcement is only based on the Company's preliminary review of the unaudited consolidated management accounts of the Group, which have not been audited or confirmed by the Company's auditors. Detailed financial information of the Group will be disclosed in the Company's 2009/10 annual report, which is expected to be published before the end of June 2010.

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

On behalf of the Board  
**Kenneth T.C. Wong**  
*Company Secretary*

Hong Kong, 27 April 2010

*As at the date hereof, the Board comprises six executive Directors, namely Mr. Lee Tze Bun, Marces, Ms. Lau Shun Wai, Ms. Chui Kwan Ho, Jacky, Ms. Wong Sau Han, Mr. Wong Tai Chung, Kenneth and Ms. Chu Tsui Lan and three independent non-executive Directors, namely Mr. Lam Siu Lun, Simon, Mr. Leung Wai Ki, George and Mr. Hui Chi Kwan.*