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## SEWCO INTERNATIONAL HOLDINGS LIMITED

崇高國際控股有限公司\*

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 209)**

### 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, based on a preliminary review of the Group's unaudited management accounts, the Group is expected to record a loss for the six months ended 30 June 2010 as compared to a profit for the six months ended 30 June 2009.

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

This announcement is made by Sewco International Holdings Limited (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").

The Board of Directors ("Board") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on a preliminary review of the Group's unaudited management accounts, the Group is expected to record a loss for the six months ended 30 June 2010 as compared to a profit for the six months ended 30 June 2009. Such expected loss is mainly attributable to (i) the decline in the Group's revenue mainly due to lowered demand from a major customer in Japan for the first half of 2010; (ii) the decrease in the Group's gross profit margin primarily due to increase in the Group's direct labour costs as a result of the increase of the government mandated minimum monthly wages in the People's Republic of China; and (iii) the increase in the Group's administrative expenses mainly due to additional employees hired to cope with the business expansion and diversification plan of the Group.

The Board considers that, despite the expected loss results of the Group, the Group's financial position remains sound and that the Group has sufficient financial resources to meet its ongoing operational requirements and to fund the possible acquisition of equity interest in Tycoon Beverage Group Co. Ltd., details of which are contained in the announcement of the Company dated 15 July 2010 and the circular of the Company dated 5 August 2010.

The Company is in the process of finalizing the interim results of the Group for the six months ended 30 June 2010. The information contained in this announcement is only a preliminary assessment by the Board according to the unaudited management accounts of the Group and is not based on any figures or information which has been audited or reviewed by the Company's auditors. Further details of the Group's financial results and performance will be disclosed in the Company's interim results announcement to be published on 25 August 2010.

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

By Order of the Board  
**Lo Ming Chi, Charles**  
*Chief Executive Officer*

Hong Kong, 13 August 2010

*As at the date of this announcement, the Board comprises one Non-executive Director, namely Mr. Sue Ka Lok (Chairman); four Executive Directors, namely Mr. Lo Ming Chi, Charles (Chief Executive Officer), Ms. Chan Yuk Yee, Ms. Wang Jingyu and Mr. Wei Heli; and three Independent Non-executive Directors, namely Mr. Kwok Ming Fai, Mr. Wong Kwok Tai and Ms. Leung Pik Har, Christine.*

\* *For identification purpose only*