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## **China Fortune Holdings Limited**

### **中國長遠控股有限公司\***

*(Incorporated in Bermuda with limited liability, carrying on business in H.K. as CFH Limited)*

**(Stock code : 110)**

### **POSITIVE PROFIT ALERT**

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) of China Fortune Holdings Limited (the “**Company**”) wishes to inform the shareholders of the Company and potential investors that it is anticipated that the annual results of the Company and its subsidiaries (the “**Group**”) for the year ended 31 December 2010 will record a profit comparing to a loss recorded for the year ended 31 December 2009.

For the year ended 31 December 2009, mainly due to the one-off impairment loss of approximately HK\$184 million recognised in respect of the goodwill arising from a PRC mining company acquisition, a substantial loss was recorded in the annual results for the year ended 31 December 2009. For the year ended 31 December 2010, mainly in the absence of such one-off impairment, a profit will be therefore anticipated.

The Company is still in the process of finalizing the annual results of the Group, this positive profit alert announcement is only based on the preliminary review by the Company according to the consolidated management accounts of the Group. The Company expects to announce the Group’s annual results for the year ended 31 December 2010 on or about 30 March 2011.

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

By the order of the Board  
**China Fortune Holdings Limited**  
**Lau Siu Ying**  
*Chairman and Chief Executive Officer*

Hong Kong, 24 March 2011

*As at the date of this announcement, the Board of Directors of China Fortune Holdings Limited comprise three Executive Directors, Mr. Lau Siu Ying, Mr. Luo Xi Zhi and Mr. Wang Yu; one Non-executive Director, Mr. Fung Oi Ip, Alfonso; and three Independent Non-executive Directors, Mr. Chang Wing Seng, Victor, Mr. Wong Lit Chor, Alexis and Mr. Chen Yi Gang.*

*\* For identification purpose only*