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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 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 considerably lower profit for the 6 months ended 30 June 2011 as compared to the profit for the 6 months ended 30 June 2010 mainly due to the higher cost of sales and operating costs. This profit warning announcement is only based on the Company's preliminary review of the management accounts of the Group, which is subject to the finalization and has not been reviewed nor audited by the Company's auditors.

**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" and together with its subsidiaries, the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board of directors of the Company (the "Board") wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a considerably lower profit for the 6 months ended 30 June 2011 as compared to the profit for the 6 months ended 30 June 2010 mainly due to the higher cost of sales and operating costs. This profit warning announcement is only based on the Company's preliminary review of the management accounts of the Group, which is subject to the finalization and has not been reviewed nor audited by the Company's auditors.

The unaudited interim results announcement of the Group for the 6 months ended 30 June 2011 is expected to be published on or before 31 August 2011. Shareholders of the Company and potential investors are advised to read the unaudited interim results announcement of the Group when it is published.

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

For and on behalf of the Board  
**SAMSON HOLDING LTD.**  
**Shan-Huei KUO**  
Chairman

29 July 2011

*As at the date of this announcement, Mr. Shan Huei KUO (Chairman), Ms. Yi-Mei LIU and Mr. Mohamad AMINOZZAKERI 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.*

*\* For identification purposes only*