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## **CENTURY GINWA RETAIL HOLDINGS LIMITED**

**世紀金花商業控股有限公司**

*(Incorporated in Bermuda with limited liability)*

(Stock code: 162)

### **POSITIVE PROFIT ALERT**

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

Based on the preliminary review of the management accounts of the Group for the 6-month ended 30 June 2011 and information currently available, the Board wishes to inform shareholders and potential investors that the interim results of the Group, including profit of the period and profit attributable to equity shareholders of the Company for the period ended 30 June 2011 is expected to record with substantial growth, may achieve over HK\$200 million and HK\$180 million, respectively. With initial success of the Group's core business restructuring, the profit growth is primarily attributable to the outstanding performance of its operation during the period and the increase in finance income.

**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 Century Ginwa Retail 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 on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

Based on the preliminary review of the management accounts of the Group for the 6-month ended 30 June 2011 and information currently available, the board of directors (the "**Board**") of the Company wishes to inform shareholders and potential investors that the interim results of the Group, including profit of the period and profit attributable to equity shareholders of the Company for the period ended 30 June 2011 is expected to record with substantial growth, may achieve over HK\$200 million and HK\$180 million, respectively. With initial success of the Group's core business restructuring, the profit growth is primarily attributable to the outstanding performance of its operation during the period and the increase in finance income.

The Company is still in the process of finalizing the interim results for the period ended 30 June 2011. The interim results of the Group for the period ended 30 June 2011 remain subject to finalization and necessary audit adjustments, where necessary. The information contained in this announcement is only based on the preliminary assessment by the Company's management according to the consolidated management accounts of the Group, and is not based on any figures or information that has been audited or reviewed by the Company's auditors. The information contained in this announcement may be different from the interim financial information to be published. Details of the Group's interim results for the period ended 30 June 2011 are expected to be announced in August 2011.

On behalf of the Board  
**Century Ginwa Retail Holdings Limited**  
**Choon Hoi Kit, Edwin**  
*Chief Executive Officer*

Hong Kong, 5 August 2011

*As at the date of this announcement, the Board comprises four executive directors, being Mr. Qiu Zhongwei, Mr. Choon Hoi Kit, Edwin, Mr. Qu Jiaqi and Mr. Sha Yingjie; two non-executive directors, being Mr. Wu Yijian and Mr. Chen Shuai; and four independent non-executive directors, being Mr. Chan Wai Kwong, Peter, Mr. Fu Wing Kwok, Ewing, Mr. Tsang Kwok Wai and Ms. Li Ling.*