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BRILLIANT CIRCLE HOLDINGS INTERNATIONAL LIMITED

貴聯控股國際有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 1008)

POSITIVE PROFIT ALERT

The Board wishes to inform the shareholders and potential investors of the Company that the Group is expected to record a significant increase in both the consolidated revenue and net profit for the year ended 31 December 2011 as compared to 2010.

This announcement is made by Brilliant Circle Holdings International 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 board (the “**Board**”) of directors of the Company wishes to inform the shareholders and potential investors of the Company that as a result of the completion of the acquisition of Brilliant Circle Group Holdings Limited (formerly known as Brilliant Circle Holdings International Limited) in April 2011 (whose results are consolidated into the Group on a merger basis) and the acquisition of the remaining equity interest in an indirect non-wholly owned subsidiary of the Company, namely, Bengbu Jinhuangshan Rotogravure Printing Co., Ltd. (蚌埠金黃山凹版印刷有限公司) in July 2011, the Group is expected to record a significant increase in both the consolidated revenue and net profit for the year ended 31 December 2011 as compared to 2010. Further information of Brilliant Circle Group Holdings Limited and Bengbu Jinhuangshan Rotogravure Printing Co., Ltd., including historical financial information, is contained in the circulars issued by the Company dated 28 March 2011 and 24 June 2011 respectively.

As the Company is still in the process of finalizing the results for the year ended 31 December 2011, the information contained in this announcement is based on the preliminary review and assessment by the management according to the unaudited management accounts of the Group.

As required by the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited, the Group’s annual results for the year ended 31 December 2011 will be published by the end of March 2012.

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

By Order of the Board
Brilliant Circle Holdings International Limited
Tsoi Tak
Chairman

Hong Kong, 26 January 2012

As at the date of this announcement, the Board comprises five executive Directors, namely, Mr. Tsoi Tak (Chairman), Mr. Cai Xiao Ming, David (Vice-Chairman), Mr. Cai Xiao Xing, Ms. Wu Sin Wah, Eva and Mr. Kiong Chung Yin, Yttox, one non-executive Director, namely, Mr. Sean Xing He, and three independent non-executive directors, namely, Mr. Lui Tin Nang, Mr. Lam Ying Hung, Andy and Mr. Siu Man Ho, Simon.