

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **CHINA TYCOON BEVERAGE HOLDINGS LIMITED**

**中國大亨飲品控股有限公司\***

*(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 substantial loss for the year ended 31 December 2011 which is higher than that for the year ended 31 December 2010.

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

This announcement is made by China Tycoon Beverage 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 (the "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 substantial loss for the year ended 31 December 2011 which is higher than that for the year ended 31 December 2010. Such expected substantial loss is mainly attributable to (i) impairment losses to be recognised on goodwill and intangible assets of the beverage division; (ii) declined gross profit margin of the toys division which was resulted from sluggish sales in the US and Europe markets, increases in raw materials prices and direct labour costs, and provision for slow-moving, obsolete and defective inventories; and (iii) unrealised losses on investments in listed equity securities.

The Company is in the process of finalizing the annual results of the Group for the year ended 31 December 2011. 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 annual results announcement to be published in late March 2012.

**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**  
*Deputy Chairman and Chief Executive Officer*

Hong Kong, 7 February 2012

*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 (Deputy Chairman and Chief Executive Officer), Ms. Danita On (Chief Operating Officer), Ms. Chan Yuk Yee and Ms. Wang Jingyu; 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*