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AJISEN RAMEN

**味千拉麵**

**Ajisen (China) Holdings Limited**

**味千(中國)控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 538)**

## **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 unaudited consolidated profit attributable to shareholders of the Company for the year ended 31 December 2011 is expected to decline significantly as compared to that for the year ended 31 December 2010.

The information contained in this announcement is only based on the Company's preliminary review of the management accounts of the Group, which have not been 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 Ajisen (China) Holdings Limited (the “**Company**”, 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, based on the preliminary review of the Group's unaudited management accounts for the year ended 31 December 2011, the consolidated profit attributable to the shareholders of the Company for the year ended 31 December 2011 is expected to decline by about 20% to 30% as compared to that for the year ended 31 December 2010. The Board believes that the decline was mainly due to the decrease in revenue brought by certain concerns over the products of the Group raised by some media reports around the third quarter of 2011 and the expense recognition of the share-based payments arising from share options granted to some employees of the Group during 2011

The Company is in the process of finalizing the consolidated financial results of the Group for the year ended 31 December 2011. The information contained in this announcement is only a preliminary assessment by the Company based on the unaudited management accounts of the Group for the year ended 31 December 2011 which have not been confirmed nor audited by the Company's auditors and may be different from the audited financial information. Details of the audited consolidated financial results and performance of the Group will be disclosed in the annual results announcement for the year ended 31 December 2011 to be published in due course.

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

By order of the Board  
**Ajisen (China) Holdings Limited**  
**Poon Wai**  
*Chairman*

Hong Kong, 10 February 2012

*As at the date of this announcement, the Board comprises Ms. Poon Wai, Mr. Yin Yibing and Mr. Poon Ka Man, Jason as executive Directors; Mr. Katsuaki Shigemitsu and Mr. Wong Hin Sun, Eugene as non-executive Directors; and Mr. Lo Peter, Mr. Jen Shek Voon and Mr. Wang Jincheng as independent non-executive Directors.*