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MEIKE INTERNATIONAL HOLDINGS LIMITED
美克國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 00953)

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 after a preliminary review on the Group's unaudited consolidated management accounts for the year ended 31 December 2011, the unaudited consolidated net profit is expected to decrease as compared to that of the year 2010

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 Meike International Holdings Limited (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 (the "Board") of directors (the "Directors") of the Company wishes to inform the shareholders of the Company and potential investors that after a preliminary review on the Group's unaudited consolidated management accounts for the year ended 31 December 2011, the unaudited consolidated net profit is expected to decrease as compared to that of the year 2010. This is mainly due to that a subsidy has been granted to the distributors of the Group at the end of 2011. This profit warning announcement is only based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group subject to finalization and other potential adjustments if found necessary, which have not been confirmed or audited by the Company's auditor.

The Company is still in the course of finalizing the audited final results of the Group for the year ended 31 December 2011, which will be announced in March 2012. Shareholders of the Company and potential investors are advised to read the audited final results announcement of the Company when it is published.

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By Order of the Board
Meike International Holdings Limited
Ding Siqiang
Chairman

Hong Kong, 14 February 2012

As at the date of this announcement, the Board comprises Mr. Ding Siqiang (Chairman), Ms. Ding Xueleng, Ms. Ding Jinzhu, Mr. Lin Yangshan, Mr. Li Dongxing and Mr. Ding Minglang as executive Directors; and Mr. Yang Chengjie, Mr. Xie Weichun and Mr. Lin Jiwu as independent non-executive Directors.