

*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 Fortune Holdings Limited**

### **中國長遠控股有限公司\***

*(Incorporated in Bermuda with limited liability, carrying on business in H.K. as CFH Limited)*

**(Stock code : 110)**

### **POSITIVE PROFIT ALERT**

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) of China Fortune Holdings Limited (the “**Company**”) wishes to inform the shareholders of the Company and potential investors that it is anticipated that the annual results of the Company and its subsidiaries (the “**Group**”) for the year ended 31 December 2011 will record a profit notwithstanding there was a loss recorded for the six months period ended 30 June 2011, mainly due to an improvement in the gross profit of the mobile phone business in the second half of year 2011. The Board would also like to advise the Shareholders of the Company and potential investors that despite the aforesaid, the annual results of the Group for the year ended 31 December 2011 is expected to be lower than that of the year ended 31 December 2010.

The Company is still in the process of finalizing the annual results of the Group. This positive profit alert announcement is only based on the preliminary review by the Company according to the consolidated management accounts of the Group. The Company expects to announce the Group’s annual results for the year ended 31 December 2011 on or about 30 March 2012.

**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  
**China Fortune Holdings Limited**  
**Lau Siu Ying**  
*Chairman and Chief Executive Officer*

Hong Kong, 23 March 2012

*As at the date of this announcement, the Board of Directors of China Fortune Holdings Limited comprise three Executive Directors, Mr. Lau Siu Ying, Mr. Luo Xi Zhi and Mr. Wang Yu; one Non-executive Director, Mr. Fung Oi Ip, Alfonso; and three Independent Non-executive Directors, Mr. Chang Wing Seng, Victor, Mr. Wong Lit Chor, Alexis and Mr. Chen Yi Gang.*

*\* For identification purpose only*