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**BAOFENG MODERN INTERNATIONAL HOLDINGS
COMPANY LIMITED**

寶峰時尚國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1121)

**SALES FOR THE SIX MONTHS ENDED 30 JUNE 2014
AND
PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and Part XIVA of the SFO.

SALES FOR THE SIX MONTHS ENDED 30 JUNE 2014

The Board wishes to inform the investors and shareholders of the Company of the sales of the Group for the six months ended 30 June 2014. The details are set out in this announcement.

PROFIT WARNING

The Board also wishes to inform the shareholders of the Company and potential investors that, based on preliminary assessment of the Group's unaudited management accounts for the six months ended 30 June 2014, the Group is expected to record a substantial loss for the six months ended 30 June 2014 as compared with the profit recorded by the Group for the corresponding period in 2013. Such substantial loss is primarily attributable to the substantial decrease of turnover for the six months ended 30 June 2014 as compared with the corresponding period in 2013.

The information contained in this announcement is a preliminary assessment made by the Board based on the information currently available to the Group and such information has not yet been audited, confirmed or reviewed by the auditors nor the audit committee of the Company, and the actual results of the Group for the six months ended 30 June 2014 may be different from what is disclosed herein.

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

This announcement is made by Baofeng Modern International Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rules 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

SALES FOR THE SIX MONTHS ENDED 30 JUNE 2014

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the investors and shareholders of the Company of the sales of the Group for the six months ended 30 June 2014.

	Six months ended 30 June		Change %
	2014 RMB'000	2013 RMB'000	
Owned Branded Business	3,835	309,415	(98.76)
Brand Licenses Business	14	12,554	(99.89)
OEM	89,379	239,659	(62.70)
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Total	93,228	561,628	(83.40)
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Accordingly, total sales for the six months ended 30 June 2014 amounted to approximately RMB93.23 million, representing a decrease of approximately 83.40% when compared to the amount of approximately RMB561.63 million for the same period in 2013.

The above information is extracted from the internal information of the Group, which has not been reviewed by the auditors of the Company. All information shall be subject to the audited financial information of the Group. Shareholders and potential investors of the Company are advised not to rely on such information, and the directors of the Company shall not be responsible for any reliance placed thereon.

PROFIT WARNING

The Board also wishes to inform the shareholders of the Company and potential investors that, based on preliminary assessment of the Group’s unaudited management accounts for the six months ended 30 June 2014, the Group is expected to record a substantial loss for the six months ended 30 June 2014 as compared with the profit recorded by the Group for the corresponding period in 2013. Such substantial loss is primarily attributable to the substantial decrease of turnover for the six months ended 30 June 2014 as compared with the corresponding period in 2013.

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Shareholders and potential investors of the Company are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2014 which is expected to be issued on or before 31 August 2014.

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

By Order of the Board
Baofeng Modern International Holdings Company Limited
Zheng Jingdong
Chairman

Hong Kong, 17 July 2014

As at the date of this announcement, the executive directors are Mr. Zheng Jingdong and Mr. Zhang Aiguo; the non-executive directors are Mr. Sze Ching Bor and Mr. Cheung Miu; and the independent non-executive directors are Professor Bai Changhong, Mr. Lee Keung and Ms. An Na.