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**KEE Holdings Company Limited**

**開易控股有限公司**

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

**(Stock Code: 2011)**

**PROFIT WARNING**

The Group's profit for the financial year ended 31 December 2011 is expected to decline from the previous financial year due to the reasons stated below in this announcement.

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

This announcement is made by KEE Holdings Company 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 board of directors of the Company wishes to inform the shareholders and potential investors of the Company that a profit of the Group for the financial year ended 31 December 2011 is expected to be recorded but it is anticipated to decline from that for the financial year ended 31 December 2010 due to the reasons including but not limited to an increase in the production costs caused by rising material costs, labour costs and other expenses. The audited financial results of the Group for the financial year ended 31 December 2011 are expected to be announced in or around March 2012. Further management discussion and analysis on the results of the Group will be set out therein.

The information contained in this announcement is a preliminary assessment made by the management of the Company based on the internal unaudited management accounts of the Group. This announcement is not based on any figure or information that has been audited or reviewed by the Company's auditors.

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

By Order of the Board  
**KEE HOLDINGS COMPANY LIMITED**  
**Xu Xipeng**  
*Chairman*

Hong Kong, 3 February 2012

As at the date of this announcement, the directors of the Company are:

*Executive Directors:*

Mr. Xu Xipeng

Mr. Xu Xinan

Mr. Yang Shaolin

*Non-executive Director:*

Mr. Chow Hoi Kwang, Albert

*Independent non-executive Directors:*

Mr. Lin Bin

Mr. Kong Hing Ki

Mr. Tam Yuk Sang, Sammy