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## **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 Ajisen (China) Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance and 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 (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the Group’s unaudited management accounts for the year ended 31 December 2012, the consolidated profit attributable to the Shareholders for the year ended 31 December 2012 is expected to significantly decline as compared to the year ended 31 December 2011.

The reasons for the expected decline in the consolidated profit attributable to the Shareholders for the year ended 31 December 2012 are primarily as follows:

1. Decrease in revenue and comparable restaurant sales growth as a result of the impact from the Diaoyu Island dispute during second half of 2012 ;
2. General sluggish consumers’ sentiment in the year of 2012;
3. Increase in the selling, administrative and other operating expenses incurred by the Group including expense recognition of the share-based payments arising from share options granted to certain employees of the Group around the third quarter of 2011.

The Company is in the process of finalizing the consolidated financial results of the Group for the year ended 31 December 2012. 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 2012 which have not been confirmed nor reviewed by the Company’s auditor or audit committee. Details of the reviewed consolidated financial results and performance of the Group will be disclosed in the annual results announcement for the year ended 31 December 2012 to be published in due course.

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

By order of the Board

**Ajisen (China) Holdings Limited**

**Poon Wai**

*Director*

Hong Kong, 6 February 2013

*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.*