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BELLE INTERNATIONAL HOLDINGS LIMITED

百麗國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1880)

ANNOUNCEMENT

UPDATE ON THE BUSINESS PERFORMANCE OF THE GROUP FOR THE YEAR ENDED 31 DECEMBER 2012

This announcement is made by Belle International Holdings 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 and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company noticed that certain analysts’ reports commented on the Group’s overall financial performance, including estimates of the Group’s net profit for the year ended 31 December 2012 (“**2012 Net Profit**”), ranging from approximately RMB4,287 million to RMB4,854 million.

The Board wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the operating financial data available to the Company as at the date of this announcement, the Board anticipates that the 2012 Net Profit will be marginally higher as compared to the Group’s net profit for the year ended 31 December 2011. Based on the aforesaid, the Board anticipates that the audited 2012 Net Profit will fall within the lower end of the estimates contained in the analysts’ reports.

The Shareholders and potential investors should note that information contained in this announcement is made after the Board’s preliminary review of the operating financial data of the Group which have not been audited or reviewed by the Company’s auditors. The final results of the Group for the year of 2012 are expected to be announced in March 2013. The Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Belle International Holdings Limited
SHENG Baijiao
CEO & Executive Director

Hong Kong, 20 February 2013

As at the date of this announcement, the Executive Directors of the Company are Mr. Sheng Baijiao, Mr. Tang King Loy and Mr. Sheng Fang, the Non-executive Directors are Mr. Tang Yiu, Mr. Gao Yu and Ms. Hu Xiaoling, and the Independent Non-executive Directors are Mr. Ho Kwok Wah, George, Mr. Chan Yu Ling, Abraham and Dr. Xue Qiuzhi.