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HUNG HING PRINTING GROUP LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 450)

PROFIT WARNING

This announcement is made by Hung Hing Printing Group Limited (the “**Company**”, and 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 “**Listing Rules**”) and Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group expects to record a loss attributable to owners of the Company for the six months period ended 30 June 2014 as compared to profit recorded by the Group in the same period last year.

Same level of revenue is recorded in the first half of 2014 as compared to same period last year. Besides approximately HK\$13 million adverse impact from the change in sales mix, the decrease of earnings in the first half of 2014 is primarily attributable to (i) fair value losses of approximately HK\$23 million arising from forward contracts for hedging against the Group’s currency exposure to fluctuations in Renminbi; and (ii) exchange losses of approximately HK\$15 million arising mainly from translation of Renminbi monetary assets kept for supporting the Group’s core operations in PRC.

The Board wishes to point out that the fair value losses and exchange losses include unrealized losses of HK\$31 million which do not have any cash flow impact on the

Group. As of 30 June 2014 the Group continued to maintain strong net cash on hand (total cash net of bank borrowings) of approximately HK\$343 million, which is at similar level as the same period last year.

The Company is in the process of finalizing the Group's interim results for the six months ended 30 June 2014 (the "**Interim Results**"). The information contained in this announcement is only a preliminary assessment by the management of the Company based on the latest management accounts of the Group currently available and is not based on any figures or information which has been audited or reviewed by the Company's auditors. Finalized Interim Results and other details of the Group are expected to be announced in August 2014.

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
Hung Hing Printing Group Limited
Tung Yu Bui
Company Secretary

Hong Kong, 24 July 2014

As at the date of this announcement, the Board comprises Mr. Yum Chak Ming, Matthew and Mr. Sung Chee Keung, who are executive directors; Mr. Shigechika Ishida, Mr. Yoshitaka Ozawa, Mr. Katsuaki Tanaka and Mr. Yam Hon Ming, Tommy, who are non-executive directors; Mr. Yap, Alfred Donald, Mr. Luk Koon Hoo and Mr. Lo Chi Hong, who are independent non-executive directors.