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Maoye International Holdings Limited

茂業國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 848)

ANNOUNCEMENT

PRELIMINARY RESULTS OF CHENGSHANG FOR THE FIRST HALF OF 2014 ENDED 30 JUNE 2014

This is an announcement made pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571) and Rule 13.09 of the Listing Rules.

The Board of Directors of the Company is pleased to announce that Chengshang Group Co., Ltd (“**Chengshang**”), a subsidiary of the Company, has published its positive profit alert for the first half of 2014.

1. Information on positive profit alert of Chengshang for the current period

(i) Period of positive profit alert

1 January 2014 to 30 June 2014 (the “**current period**”)

(ii) Positive profit alert:

In accordance with the preliminary calculations made by the finance department of Chengshang, it is expected that Chengshang will realize an increase of 90%-110% in the net profit attributable to the shareholders of Chengshang in the first half of 2014 as compared to the same period last year.

(iii) The estimated results of Chengshang have not been audited by the certified public accountant.

2. Results of Chengshang for the same period last year

(i) Net profit attributable to the shareholders of Chengshang: RMB82.7712 million.

(ii) Earnings per share of Chengshang: RMB0.1451.

3. Main reasons for the positive profit alert for the current period

During the current period, Chengshang disposed its 100% equity interest in Chengshang Group Nanchong Commercial Co., Ltd. (成商集團南充商業有限公司), a subsidiary of Chengshang. The net profit for the current period increased upon recognition of the relevant investment income.

4. Other Explanations

The above-mentioned forecast is based on the preliminary calculations by the finance department of Chengshang based on the information currently available subject to finalisation and necessary adjustments. Chengshang is in the process of finalising its interim results for the six months ended 30 June 2014 and the actual financial data shall be published in the 2014 interim report to be issued by Chengshang. Shareholders and investors are advised to exercise caution when dealing in the shares of the Company and are reminded to pay attention to investment risks.

By Order of the Board
Maoye International Holdings Limited
Mr. Huang Mao Ru
Chairman

Hong Kong, 25 July 2014

As at the date of this announcement, the Board comprises four executive directors, namely, Mr. Huang Mao Ru, Mr. Zhong Pengyi, Ms. Wang Fuqin and Mr. Wang Bin; and three independent non-executive directors, namely, Mr. Chow Chan Lum, Mr. Pao Ping Wing and Mr. Leung Hon Chuen.