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天喔國際控股有限公司 Tenwow International Holdings Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 01219)

PROFIT WARNING

This announcement is made by Tenwow International Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group expects to record a decrease in its unaudited net profit attributable to the Shareholders by approximately 35% to 45% for the year ended 31 December 2016 as compared to the net profit attributable to the Shareholders for the year ended 31 December 2015. This was mainly attributable to (1) increase in selling expenses and unsatisfactory sales of the Group’s own brand non-alcoholic beverages due to rainy weather in the first half of the year and weak overall market demand; (2) increase in non-recurring expenses; and (3) decrease in attributable profit from a joint venture.

Notwithstanding the above, the Board is of the view that the overall operations of the Group as a whole remain sound. It is also expected the overall revenue, gross profit and gross profit margin to maintain growth, while cash flow from operations and free cash flow will improve significantly. The Group will continue to strengthen its own brand products, optimize its product portfolio for third-party brand products and distribution network, and seek different opportunities, so as to ensure the development of the Group.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited management accounts of the Group for the year ended 31 December 2016 and information currently available to the Board. This information has not been reviewed or audited by the auditors of the Company. Final financial results of the Group for the year ended 31 December 2016 may be different from the information disclosed in this announcement. Further information will be disclosed in the announcement of the final results of the Company for the year ended 31 December 2016, which is expected to be published in March 2017.

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

On Behalf of the Board
Tenwow International Holdings Limited
Lin Jianhua
Chairman

Hong Kong, 17 February 2017

As at the date of this announcement, the executive directors are Mr. Lin Jianhua, Mr. Wang Juewei, Mr. Lam Hang Boris, Mr. Yeung Yue Ming and Ms. Au Lai Hang; the non-executive director is Mr. Liu Zhao; and the independent non-executive directors are Mr. Liu Chang Tzong, Mr. Cheung Yui Kai Warren and Mr. Wang Longgen.