

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

## **GAYETY HOLDINGS LIMITED**

**喜尚控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*  
(Stock Code : 8179)

### **POSITIVE PROFIT ALERT**

This announcement is made pursuant to Rule 17.10 of the GEM Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the unaudited consolidated net profit of the Group for the nine months ended 30 September 2011 is expected to record a significant increase as compared to the corresponding period last year before taking into account the one-off listing expenses. Such increase is mainly attributable to the increase in the revenue of the Group, as a result of the increase in revenue contribution from restaurants opened in 2010 and improved performance of the business operations of the Group.

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

This announcement is made by Gayety Holdings Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”).

After preliminary review by the management of the Company on the unaudited consolidated management accounts of the Group, the board (the “Board”) of directors of the Company (the “Directors”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the unaudited consolidated net profit of the Group for the nine months ended 30 September 2011 is expected to record a significant increase as compared to the corresponding period last year before taking into account the one-off listing expenses. Such increase is mainly attributable to the increase in the revenue of the Group, as a result of the increase in revenue contribution from restaurants opened in 2010 and improved performance of the business operations of the Group.

As the Company is still in the process of finalising the unaudited quarterly for the nine months ended 30 September 2011, the information contained in this announcement is only based on the preliminary assessment by the management of the Company according to the unaudited consolidated management accounts of the Group and the information currently available to the Board for the nine months ended 30 September 2011, which have not been reviewed by the Company’s auditors. The unaudited quarter results of the Group for the nine months ended 30 September 2011 is expected to be published on 14 November 2011.

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

By Order of the Board  
**Gayety Holdings Limited**  
**Wong Kwan Mo**  
*Chairman and Executive Director*

Hong Kong, 7 November 2011

*As at the date of this announcement, the Board comprises Mr. Wong Kwan Mo and Ms. Lau Lan Ying as executive Directors, and Mr. Yu Ka Ho, Mr. Li Fu Yeung and Ms. Chiu Man Yee as independent non-executive Directors.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Company Announcements” page of the GEM website at <http://www.hkgem.com> for at least 7 days from the date of its posting and on the website of the Company at <http://www.gayety.com.hk>.*