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## **WO KEE HONG (HOLDINGS) LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 720)**

### **PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a loss for the year ended 31 December 2008 as compared to a profit for the year ended 31 December 2007.

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

This announcement is made by Wo Kee Hong (Holdings) Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

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 is expected to record a loss for the year ended 31 December 2008 as compared to a profit for the year ended 31 December 2007. Based on the information currently available, the loss of the Group for the year ended 31 December 2008 is expected to be mainly attributable by (i) the unsatisfactory performance of the fashion and motor yacht businesses; (ii) costs associated with a potential acquisition which has been terminated; (iii) the absence of a one-off significant gain arising from the disposal of subsidiaries in the year ended 31 December 2008 as compared with prior year; and (iv) an impairment on the Group’s assets.

This announcement is only based on the preliminary assessment by the management in accordance with the unaudited consolidated management accounts of the Group and is not based on any figures or information which has been audited or reviewed by the Company’s auditors. The audited consolidated results of the Group for the year ended 31 December 2008 are expected to be announced by the end of March 2009.

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

*As at the date of this announcement, the Board comprises Mr. Richard Man Fai LEE (Executive Chairman and Chief Executive Officer), Mr. Jeff Man Bun LEE, Mr. Tik Tung WONG and Mr. Waison Chit Sing HUI, all of whom are executive Directors; Ms. Kam Har YUE, who is a non-executive Director; Mr. Boon Seng TAN, Mr. Raymond Cho Min LEE and Mr. Ying Kwan CHEUNG, all of whom are independent non-executive Directors.*

By Order of the Board  
**WO KEE HONG (HOLDINGS) LIMITED**  
**Richard Man Fai LEE**  
*Executive Chairman and Chief Executive Officer*

Hong Kong, 13 March 2009