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

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 720)

### **ANNOUNCEMENT**

#### **PRICE-SENSITIVE INFORMATION CONCERNING 2009 INTERIM RESULTS**

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 unaudited consolidated net loss of the Group for the six months ended 30 June 2009 is expected to show a significant deterioration as compared to the unaudited consolidated net loss of the Group for the same period of 2008.

**Shareholders and potential investors are advised to exercise caution when dealing in the 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 unaudited consolidated net loss of the Group for the six months ended 30 June 2009 is expected to show a significant deterioration as compared to the unaudited consolidated net loss of the Group for the same period of 2008. Based on the information currently available, such deterioration of net loss was mainly attributable to the unsatisfactory performance of the fashion and motor yacht businesses and the decrease in gross profit of the car business, specifically “Alfa Romeo” and “Fiat”, as a result of promotional price-cut campaigns necessitated by the weak economic environment in Hong Kong during the first half of the year.

Shareholders and potential investors should note that this announcement is only based on the preliminary assessment by the management of the unaudited consolidated management accounts of the Group and is not based on any figures or information audited or reviewed by the Company’s auditors. The unaudited consolidated results of the Group for the six months ended 30 June 2009 are expected to be announced by the end of September 2009.

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

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

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

Hong Kong, 21 August, 2009