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

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 720)

### **ANNOUNCEMENT**

#### **PRICE-SENSITIVE INFORMATION CONCERNING 2009 FINAL 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 consolidated net loss of the Group for the year ended 31 December 2009 is expected to show a significant deterioration as compared to that 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 consolidated net loss of the Group for the year ended 31 December 2009 is expected to show a significant deterioration as compared to that for the same period of 2008.

The global financial tsunami in the last quarter of 2008 has affected the performance of several business divisions in year 2009. The unsatisfactory performance of the fashion and motor yacht businesses in the first half of 2009 continued into the second half of 2009. As a result, the Group made a prudent decision to cease the retail business of several Italian fashion brands, the distributorship of “Alfa Romeo” and “Fiat” cars and the motor yacht business in China in the second half of 2009. Therefore, a significant one-off loss was recorded from the business restructuring. Besides, the Group is expected to record an impairment loss on the goodwill and available for sale financial assets, subject to the final value concluded by the independent valuer.

Shareholders and potential investors should note that this announcement is only based on the preliminary assessment by the Company's management according to the management accounts of the Group and is not based on any figures or information audited or reviewed by the Company's auditors. Details of the Group's performance will be disclosed when the Group's final results for the financial year ended 31 December 2009 are announced.

Despite the consolidated net loss for the year ended 31 December 2009, the Board considers that the Group's overall financial position is still healthy and has sufficient cash resources to meet its cash flow requirements. The Board remains positive on the long term prospect of the Group.

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

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

Hong Kong, 8 March 2010

*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, Mr. Tik Tung WONG,, all of whom are executive Directors; Ms. Kam Har YUE, who is a non-executive Director; Mr. Boon Seng TAN, Mr. Ying Kwan CHEUNG and Mr. Peter Pi Tak YIN, all of whom are independent non-executive Directors.*