

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.



WO KEE HONG (HOLDINGS) LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 720)

POSITIVE PROFIT ALERT

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 net profit for the year ended 31 December 2010 as compared to a net loss for the year ended 31 December 2009.

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 (the “**Board**”) of directors (“**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the management accounts of the Group, the Group is expected to record a net profit for the year ended 31 December 2010 as compared to a net loss for the year ended 31 December 2009. The improvement in the financial performance of the Group is mainly attributable to the recovery of the economies of the markets in which the Group operates and the discontinuation of certain non-performing business of the Group. The substantial improvement in the Group’s overall business performance in 2010, especially the car business of the Group, resulted in an increase in gross margin and operating profit. The discontinuation of certain non-performing businesses of the Group has led to enhancement in net profit margin of the Group. Meanwhile, the Group recorded a gain from the disposal of a subsidiary and an income arising from the waiver of payable by a creditor.

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 year ended 31 December 2010 are expected to be announced by the end of March, 2011.

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

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

Hong Kong, 28 February 2011

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, Mr. Ying Kwan CHEUNG and Mr. Peter Pi Tak YIN, all of whom are independent non-executive Directors.