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MING FUNG JEWELLERY GROUP LIMITED

明豐珠寶集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 860)

PROFIT WARNING

This announcement is made by Ming Fung Jewellery Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Inside Information Provisions (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “**SFO**”) and Rule 13.09 of the Listing Rules.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that the Group is expected to record a loss for the six months ended 31 March 2014 as compared to the profit recorded for the six months ended 31 March 2013. Such loss was mainly attributable to the impairment loss on the valuation of the goodwill expected to be recognized. Such impairment loss is subject to the results of the valuation reports.

As the Company is still in the process of finalizing its consolidated interim results for the six months ended 31 March 2014, the information contained in this announcement is only a preliminary assessment by the Company based on the consolidated management accounts of the Company and the information currently available, which have not yet been audited. The interim results announcement of the Company for the six months ended 31 March 2014 will be published in late May 2014.

* *for identification purpose only*

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

By Order of the Board
Ming Fung Jewellery Group Limited
Wong Chi Ming, Jeffry
Chairman

Hong Kong, 16 May 2014

As at the date hereof, the Board consists of Mr. Wong Chi Ming, Jeffry and Mr. Yu Fei Philip as executive directors; and Mr. Tam Ping Kuen, Daniel, Mr. Jiang Chao and Ms. Chu Wai Fan as independent non-executive directors.