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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 significant loss for the consolidated results of the Group for the year ended 30 September 2014. Such loss was mainly attributable to the write down of inventories as a result of discounts given for block sale of slow moving inventories.

The information contained in this announcement is only based on the preliminary assessment by the Board of the unaudited consolidated financial information of the Group for the year ended 30 September 2014, which has not been reviewed nor audited by the independent external auditors of the Company and is subject to the finalization of the audited results of the Group for the year ended 30 September 2014. Shareholders of the Company and potential investors are advised to read carefully the announcement on the financial results of the Group for the year ended 30 September 2014 which is expected to be published on or before 31 December 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, 12 September 2014

*As at the date hereof, the Company's executive directors are Mr. Wong Chi Ming, Jeffry and Mr. Yu Fei, Philip and independent non-executive directors are Ms. Chu Wai Fan, Mr. Tam Ping Kuen, Daniel and Mr. Jiang Chao.*