

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.



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 SUPPLEMENTAL ANNOUNCEMENT

Reference is made to the announcement of Ming Fung Jewellery Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 12 September 2014 in relation to the profit warning of the Company (the “**Announcement**”). Unless otherwise specified, capitalised terms used herein shall bear the same meanings as defined in the Announcement.

The Board wishes to inform the Shareholders and the potential investors further that the Group incurred a gross loss of approximately HK\$144 million as a result of the discounted block sale of slow moving inventories on 12 September 2014, as such, the estimated loss attributable to the write down of the whole lots of slow moving inventories consequential to the discounted block sale of slow moving inventories which will be shown in the consolidated results of the Group for the year ending 30 September 2014 is in the sum of approximately HK\$658 million. The Group is currently in negotiations with customers to sell a majority of the remaining slow moving inventories at a bulk discount in order to improve its inventories turnover.

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 ending 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 ending 30 September 2014. Shareholders of the Company and

* *for identification purpose only*

potential investors are advised to read carefully the announcement on the financial results of the Group for the year ending 30 September 2014 which is expected to be published on or before 31 December 2014.

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, 17 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.