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**CHINA-HONGKONG PHOTO PRODUCTS HOLDINGS LIMITED**  
**中港照相器材集團有限公司**  
(Incorporated in Bermuda with limited liability)  
(Stock Code: 1123)

## **PROFIT WARNING**

This announcement is made by China-Hongkong Photo Products Holdings Limited (the "Company") pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance.

According to the preliminary review of currently available information, including the unaudited management accounts of the Group for the year ended 31 March 2016, indicates that the Group will continue to record a consolidated loss for the year.

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

This announcement is made by China-Hongkong Photo Products Holdings Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571, Laws of Hong Kong).

The Board of Directors of the Company (the "Board") wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that according to the preliminary review of currently available information, including the unaudited management accounts of the Group for the year ended 31 March 2016, indicates that the Group will continue to record a consolidated loss for the year. Main reasons as follows:

- i) The downturn of the macro economy of the past year, not only weakened consumer sentiment on spending but also caused a hard attack to the local retail market, thus the revenue and gross profit of the Group be decreased persistently; and
- ii) Impairment of goodwill and trademarks of "AV Life", "Life Electric" and "Life Digital".

Nevertheless, the Board considers that the overall financial position and operations of the Group remain solid.

The information contained in this announcement is only based on the preliminary review by the Company's management and is not based on any figures or information that has been audited or reviewed by the auditors of the Company. Further, the information in this announcement has not reviewed nor acknowledged by the Audit Committee of the Company. Consequently, the actual results of the Group for the year ended 31 March 2016 may differ from the information contained in this announcement. Shareholders and potential investors are advised to read carefully the audited annual results announcement for the year ended 31 March 2016 of the Company which is expected to be published before the end of June 2016.

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

By Order of the Board  
Sun Tai Lun Dennis  
Chairman

Hong Kong, 31 May, 2016

As at the date of this announcement, the directors of the Company are:

*Executive Directors:*

Dr SUN Tai Lun, Dennis (*Chairman*)  
Mr SUN Tao Hung, Stanley (*Deputy Chairman*)  
Ms NG Yuk Wah, Eileen  
Mr TANG Kwok Tong, Simon

*Independent Non-Executive Directors:*

Mr AU Man Chung, Malcolm  
Mr LI Ka Fai, David  
Mr LIU Hui, Allan  
Dr WONG Chi Yun, Allan

*Non-Executive Director:*

Mr FUNG Yue Chun, Stephen