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JOLIMARK HOLDINGS LIMITED

映美控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2028)

ANNOUNCEMENT PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the net profit of the Group for the first half year of 2012 may decline by 30%–50% as compared to the same period last year.

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

This announcement is made by Jolimark Holdings Limited (the “Company”, together with its subsidiaries referred to as 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”).

As the real economic data of the PRC continues to be weak, and the government has slowed down the pace of the implementation of tax control measures, demand for the Group’s printer products in the PRC market has been sluggish with decrease in the unit prices of printers as compared to those of the same period last year, which in turn has squeezed the gross profit margin of the Group. Based on the above factors, the Board of Directors (the “Board”) of the Company has made preliminary assessment on the performance of the Group and forecasted that the net profit of the Group for the first half year of 2012 may decline by 30%–50% as compared to the same period last year.

Public investors and shareholders of the Company are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Jolimark Holdings Limited
Au Kwok Lun
Director

Hong Kong, 23 May 2012

As at the date of this announcement, the executive directors of the Company are Mr. Au Pak Yin, Mr. Au Kwok Lun and Mr. Ou Guo Liang, the non-executive director of the Company is Mr. Yeung Kwok Keung, and the independent non-executive directors of the Company are Mr. Lai Ming, Joseph, Mr. Meng Yan and Mr. Xu Guangmao.