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**偉祿集團控股有限公司**  
**REALORD GROUP HOLDINGS LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock code: 1196)**

## **PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

The Board wishes to inform shareholders of the Company and potential investors that based on preliminary assessment of the consolidated management accounts of the Company, the Group is expected to record a net loss for the six months ended 30 September 2014 as compared with the net profit for the corresponding period in previous year, subject to the review by the Company's auditors. The factors leading to the net loss are further described below.

**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 Realord Group Holdings Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

The board of directors (the "Board") of the Company wishes to inform shareholders of the Company and potential investors that based on preliminary assessment of the consolidated management accounts of the Company, the Group is expected to record a net loss for the six months ended 30 September 2014 as compared with the net profit of approximately HK\$17.7 million for the six months ended 30 September 2013, subject to the review by the Company's auditors.

The net loss was mainly attributable to (i) the operating loss of approximately HK\$3 million resulting from the Group's discontinued operations during the period from 1 April 2014 to 20 June 2014 as compared with the operating profit contributed by the discontinued operations of approximately HK\$13 million for the six months ended 30 September 2013; (ii) loss on disposal of discontinued operations of approximately HK\$1 million recorded during the six months ended 30 September 2014; and (iii) increase in corporate expenses of approximately HK\$5 million, including legal and professional fees incurred for the disposal of Brilliant Stage Holdings Limited and increase in rental expenses for the new head office in Hong Kong. The operating results of continuing operating segments including commercial printing and hangtag segment remain stable as compared with corresponding period in previous year.

The Group is still in the process of finalising the results for the six months ended 30 September 2014, the information contained in this announcement is only based on the consolidated management accounts of the Company and have not been reviewed by the Company's auditors. The interim results of the Group for the six months ended 30 September 2014 is expected to be published on or about 18 November 2014.

**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  
**Realord Group Holdings Limited**  
**Lin Xiaohui**  
*Chairman*

Hong Kong, 4 November 2014

*As at the date of this announcement, the executive directors of the Company are Mr. Lin Xiaohui, Madam Su Jiaohua and Mr. Lin Xiaodong and the independent non-executive directors of the Company are Mr. Yu Leung Fai, Mr. Fang Jixin and Dr. Li Jue.*