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SHUN CHEONG HOLDINGS LIMITED

順昌集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 650)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform Shareholders and potential investors that the Group is expected to record a loss for the year ended 31 March 2012 as compared to the profitable results for the year ended 31 March 2011.

The information contained in this announcement is only based on the Company's preliminary review of the consolidated management accounts of the Group, which have not been reviewed or audited by the Company's auditors.

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

This announcement is made by Shun Cheong Holdings Limited (the "Company", together with its subsidiaries shall be referred to as the "Group") pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board of directors (the "Board") of the Company wishes to inform shareholders of the Company (the "Shareholders") and potential investors that the Group is expected to record a loss for the year ended 31 March 2012 as compared to the profitable results for the year ended 31 March 2011. Such expected loss was mainly attributable to, among other things, the increase in material costs, staff costs and finance costs and the additional expenditure in the maintenance of the Group's hotel operations during the year ended 31 March 2012.

* For identification purpose only

As the Company is still in the process of finalising the annual results of the Group for the year ended 31 March 2012, the information contained in this announcement is only based on the Company's preliminary review of the consolidated management accounts of the Group, which have not been reviewed or audited by the Company's auditors. The audited results of the Group for the year ended 31 March 2012 are expected to be published in late June 2012.

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

By Order of the Board
Shun Cheong Holdings Limited
Cao Jing
Executive Chairman

Hong Kong, 12 June 2012

As at the date hereof, the Board comprises six directors, of whom two are executive directors, namely Ms. Cao Jing (executive chairman) and Mr. Zhang Shaohua (managing director), one is non-executive director, namely Mr. Mo Tianquan, and three are independent non-executive directors, namely Prof. Ye Jianping, Mr. Palaschuk Derek Myles and Mr. Deng Wei.