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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)

NOTIFICATION OF BOARD MEETING AND PROFIT WARNING

The Board of Directors (the “Board”) of Shun Cheong Holdings Limited (the “Company”) hereby announces that a meeting of the Board will be held on Wednesday, 27 November 2014 at 10:00 a.m. for the purposes of, among other matters, considering and approving the announcement of the interim results of the Company and its subsidiaries for the period ended 30 September 2014 for publication and considering the payment of an interim dividend, if any.

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules. The Board wishes to inform Shareholders and potential investors that the Group is expected to record a loss for the financial period ended 30 September 2014. 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. Such expected loss was mainly attributable to the modification of the terms of the Convertible Bonds after the second extension in June 2014. The reviewed results of the Group for the financial period ended 30 September 2014 are expected to be published in late November 2014.

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

Hong Kong, 18 November 2014

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. Wu Jiahong.

* *For identification purpose only*