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**Eagle Nice (International) Holdings Limited**

**鷹美（國際）控股有限公司\***

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 02368)**

**POSITIVE PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that the Group is expected to record a substantial increase in profit for the six months ended 30 September 2014 as compared to the profit for the corresponding period in 2013.

**Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.**

This announcement is made by Eagle Nice (International) Holdings Limited (the "Company", and 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 the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO").

The board of directors (the "Board") of the Company wishes to inform the shareholders (the "Shareholders") and potential investors of the Company that the Group is expected to record a substantial increase in profit for the six months ended 30 September 2014 as compared to the profit for the corresponding period in 2013.

*\* For identification purposes only*

Based on the information currently available to the Company, the Board believes that the main reasons attributable to the expected substantial increase in profit are (i) business reformation to focus on manufacturing higher margin products; (ii) improvement of production flow to enhance efficiency; and (iii) effective cost control including restructuring and streamlining of the Group's organizational structure, termination of leasing a factory premises in Shantou, the PRC and implementation of a series of cost-saving measures.

The Company is still in the process of finalising the financial statements of the Group for the six months ended 30 September 2014. The information contained in this announcement is only a preliminary assessment made by the Board based on the management accounts of the Group and currently available information which have not been reviewed or audited by the Company's auditors. The announcement for the interim results of the Group for the six months ended 30 September 2014 is expected to be released in November 2014.

**Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Eagle Nice (International) Holdings Limited**  
**Woo Man Chi**  
*Company Secretary*

Hong Kong, 24 October 2014

*As at the date of this announcement, the Board comprised four executive directors, namely, Mr. Chung Yuk Sing, Mr. Chen Hsiao Ying, Mr. Kuo Tai Yu and Ms. Chen Fang Mei, Christina and three independent non-executive directors, namely, Mr. Chan Cheuk Ho, Mr. Lu Chi Chant and Mr. Cheng Yung Hui, Tony.*