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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)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that based on the preliminary assessment of the financial information recently available to the Company, it is expected that the net profit of the Group for the year ended 31 December 2013 may increase significantly as compared to the net profit of the Group for the year ended 31 December 2012.

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 Jolimark Holdings Limited (the “**Company**” and 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 (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (the “SFO”, Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “Board”) wishes to inform shareholders of the Company (the “Shareholders”) and potential investors that, based on the preliminary assessment of the financial information recently available to the Company, it is expected that the net profit of the Group for the year ended 31 December 2013 may increase significantly as compared to the net profit of the Group for the year ended 31 December 2012.

Based on the financial information recently available to the Board, the expected increase in the Group's net profit is largely attributable to the increased volume of sales in the PRC market and the improvement in the gross profit margin.

The Company is in the process of finalising the consolidated financial results of the Group for the year ended 31 December 2013. The information contained in this announcement represents only a preliminary assessment by the management of the Group based on the unaudited consolidated management accounts of the Group and financial information recently available, which have not been audited or reviewed by the auditor of the Group. Such information may differ from the audited financial results. Details of the audited consolidated financial results of the Group will be disclosed in the annual results announcement of the Company for the year ended 31 December 2013 to be released in due course in accordance with the Listing Rules.

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
Jolimark Holdings Limited
Au Kwok Lun
Director

Hong Kong, 17 January 2014

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; and the independent non-executive directors of the Company are Mr. Lai Ming, Joseph, Mr. Meng Yan, Mr. Xu Guangmao and Mr. Yeung Kwok Keung.