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## **MAINLAND HEADWEAR HOLDINGS LIMITED**

**飛達帽業控股有限公司\***

*(Incorporated in Bermuda with limited liability)*

**(Stock code: 1100)**

### **POSITIVE PROFIT ALERT**

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

The Board wishes to inform the Shareholders and potential investors that, based on the information currently available, the Group is expected to record a net profit for the six months ended 30 June 2014 as compared with a net loss of approximately HK\$17.3 million for the six months ended 30 June 2013. Such improvement is mainly due to reduction of loss of the Group's retail business and improvement of the contributions of the Group's manufacturing business.

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

This announcement is made by Mainland Headwear Holdings Limited (the “**Company**”, together with its subsidiaries as 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 under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**Inside Information Provisions**”).

\* For identification purpose only

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the Group’s latest unaudited consolidated management accounts and the information currently available to the Group, the interim results for the six months ended 30 June 2014 have improved and the Group is expected to record a net profit as compared with a net loss of approximately HK\$17.3 million for the six months ended 30 June 2013. Such improvement is mainly due to reduction of loss of the Group’s retail business and improvement of the contributions of the Group’s manufacturing business. The shareholders of the Company and investors should note that the Group recorded a profit of approximately HK\$6.2 million for year ended 31 December 2013 in despite of the loss recorded in the first six months of last financial year.

The information contained in this announcement is only a preliminary assessment by the Company’s management based on the information currently available, which has not been reviewed or audited by the Company’s auditors. The unaudited interim results announcement of the Company for the six months ended 30 June 2014 is expected to be released in August 2014.

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

By order of the Board  
**Mainland Headwear Holdings Limited**  
**Ngan Hei Keung**  
*Chairman*

Hong Kong, 16 July 2014

*As at the date of this announcement, the Board comprises eight directors, of which four are Executive Directors, namely Mr. Ngan Hei Keung, Madam Ngan Po Ling, Pauline, Mr. James S. Patterson and Ms. Maggie Gu; one Non-executive Director, Mr. Andrew Ngan; and three are Independent Non-executive Directors, namely Mr. Leung Shu Yin, William, Mr. Lo Hang Fong and Mr. Liu Tieh Ching, Brandon, JP.*