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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)

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 it is expected that there will be a significant increase in the profit of the Group for the year ending 31 December 2015 as compared with the year ended 31 December 2014 mainly because of increase in contribution from the Manufacturing Business and implementation of the Group's measures on cost control.

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**”).

The board (the “**Board**”) of directors of the Company wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that it is expected that there will be a significant increase in the profit of the Group for the year ending 31 December 2015 as compared with the year ended 31 December 2014 mainly due to the following:

- (1) There will be increase in contribution from the Manufacturing Business. The Bangladesh factory that had been at the investment stage has started to generate a contribution to this business arm, and its growing capacity substituted substantially for the decreased capacity of its Shenzhen factory. Better production control also contributes to the improvement in operational efficiency and costs control.
- (2) The implementation of the Group’s measures on cost control has helped the reduction in the Group’s cost and expenses in the year ending 31 December 2015.

This profit alert announcement is only based on the preliminary assessment by the Company’s management according to the Company’s management accounts, which have not been reviewed or audited by the Company’s auditors. The annual results of the Company for the year ending 31 December 2015 have not been finalized as at the date of this announcement. The Company’s annual results announcement for the year ending 31 December 2015 is expected to be published in March 2016.

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

By Order of the Board
Ngan Hei Keung
Chairman

Hong Kong, 22 December 2015

As at the date of this announcement, the Board comprises nine directors, of which five are Executive Directors, namely Mr. Ngan Hei Keung, Madam Ngan Po Ling, Pauline, Mr. James S. Patterson, Ms. Maggie Gu and Mr. Ngan Siu Hon, Alexander; one Non-executive Director, Mr. Andrew Ngan; and three are Independent Non-executive Directors, namely Mr. Leung Shu Yin, William, Mr. Liu Tieh Ching, Brandon, JP and Mr. Gordon Ng.

* *For identification purpose only*