

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



CHINA SEVEN STAR SHOPPING LIMITED

中國七星購物有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 245)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Part XIVA of the Securities and Futures Ordinance and Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a consolidated net profit for the year ended 31 December 2012 as compared to a consolidated net loss for the year ended 31 December 2011.

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

This announcement is made pursuant to Part XIVA of the Securities and Futures Ordinance and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on the management’s preliminary assessment of the unaudited management accounts of the Group, the Group is expected to record a consolidated net profit for the year ended 31 December 2012 as compared to a consolidated net loss for the same corresponding period in 2011 which was mainly due to the increase of gross margin of advertisement business.

The Company is still in the process of finalising the Group’s results for the year ended 31 December 2012. The information contained in this announcement is only a preliminary assessment by the Company based on the unaudited management accounts of the Group for the year ended 31 December 2012 which has not been confirmed nor reviewed by the Company’s auditors. Details of the audited consolidated results and performance of the Group for the year ended 31 December 2012 will be disclosed in the annual results announcement which is expected to be published on 27 March 2013.

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
China Seven Star Shopping Limited
NI XINGUANG
Chairman and Executive Director

Hong Kong, 26 March 2013

As at the date of this announcement, the Board comprises (1) executive Directors: Mr. Ni Xinguang and Mr. Wang Zhiming; and (2) independent non-executive Directors: Mr. Lu Wei, Mr. Wong Chak Keung and Mr. Ling Yu Zhang.