

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.



SAME TIME HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 451)

PROFIT WARNING

There may be a substantial decrease in the profit of the Group for the six months ended 30 September 2011 as compared to the last corresponding period.

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 Same Time Holdings Limited (the “Company”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and the potential investors that, based on the preliminary assessment of the management accounts of the Company and its subsidiaries (collectively, the “Group”) and information currently available to the Company, there may be a substantial decrease in the profit of the Group for the six months ended 30 September 2011 as compared to the last corresponding period as a result of, inter alia, (i) an increase in raw material costs and wages; (ii) an increase in administrative expenses; and (iii) a loss arising from the fair value change of the HK\$90 million convertible redeemable bond.

The information contained in this announcement is based only on the preliminary assessment of the management accounts of the Group and such information has not been audited or reviewed by the auditor of the Company. As the Company is still in the process of finalizing the Group’s interim results for the six months ended 30 September 2011, the total impact on the results of the Group cannot be ascertained at the moment. Investors are advised to read carefully the unaudited interim results announcement of the Company for the six months ended 30 September 2011 which is expected to be published by the end of November 2011.

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

By order of the Board
Same Time Holdings Limited
Yip Sum Yin
Chairman

Hong Kong, 18 November 2011

As at the date of this announcement, the executive Directors are Mr. Yip Sum Yin, Madam Yu Hung Min, Madam Yu Pei Yi, Mr. Chung Chi Shing and Mr. Mao Lu, and the independent non-executive Directors are Mr. Lam Kwok Cheong, Mr. Lai Wing Leung, Peter and Madam Lee Mei Ling.