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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 year ended 31 March 2012 as compared to the last corresponding year.

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 year ended 31 March 2012 as compared to the last corresponding year as a result of, inter alia, (i) an increase in raw material costs and wages; (ii) an increase in both production and administrative expenses due to appreciation of Renminbi; and (iii) an increase in finance cost due to the borrowing cost on issuing convertible redeemable bond and the increase on loan interest rate.

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 results for the year ended 31 March 2012, the total impact on the results of the Group cannot be ascertained at the moment. Investors are advised to read carefully the audited annual results announcement of the Company for the year ended 31 March 2012 which is expected to be published by the end of June 2012.

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
Same Time Holdings Limited
Yip Sum Yin
Chairman

Hong Kong, 7 May 2012

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