



CHINA-HONGKONG PHOTO PRODUCTS HOLDINGS LIMITED
中港照相器材集團有限公司
(Incorporated in Bermuda with limited liability)
(Stock Code: 1123)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that it is expected that the unaudited interim results of the Group for the six months ended 30th September, 2008 may experience a significant decline in profit or may incur a loss as compared with the corresponding period in 2007.

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

This announcement is made by China-Hongkong Photo Products Holdings Limited (the “Company” together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) 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 (the “shareholders”) and potential investors that it is expected that the unaudited interim results of the Group for the six months ended 30th September, 2008 may experience a significant decline in profit or may incur a loss as compared with the corresponding period in 2007. Based on the information currently available, losses mainly arose from poor performance of an investment fund. The fund was initially made up of HK\$237 million (please refer to note 23 of the 2007/08 annual report) to a low risk portfolio with the objective of capital growth overtime. It is diversified and consists of mainly fixed income and equity-related strategies and fund of funds. The portfolio is not leveraged at the Company level. The underlying funds are independently managed in different geographical areas.

The information contained in this announcement is only a preliminary assessment by the management accounts of the Company and it is not based on any figures or information which has been audited or reviewed by the Company’s auditors. Shareholders of the Company and potential investors are advised to read carefully the interim results announcement of the Company of the six months ended 30th September, 2008 which is expected to be published in or around December 2008.

The Board believes that the principal business activities of the Group will not be affected. The Group has substantial strong finance in place for its capital requirements.

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

By Order of the Board
China-Hongkong Photo Products Holdings Limited
Sun Tai Lun
Chairman

Hong Kong, 14th November 2008

As at the date of this announcement, Dr Sun Tai Lun, Dennis is the chairman of the board, Mr Tang Kwok Tong, Simon, Ms Ng Yuk Wah, Eileen and Mr Sun Tao Hung, Stanley are the executive directors. Mr Au Man Chung, Malcolm, Mr Li Ka Fai, David, Mr Liu Hui, Allan and Dr Wong Chi Yun, Allan are the independent non-executive directors.