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CHINESE PEOPLE HOLDINGS COMPANY LIMITED

中民控股有限公司

(incorporated in Bermuda with limited liability)

(stock code: 681)

PROFIT WARNING

This announcement is made by Chinese People Holdings Company Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 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 Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “Directors”) of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a significant loss for the year ended 31 March 2013 as compared to the profit recorded in the last corresponding year. The loss was mainly attributable to (i) the substantial impairment loss in respect of intangible assets - exclusive rights of operation of lottery sales of the Group as the Board determined that, based on HKAS 36, an impairment loss on assets should be made on the intangible assets of the Group as a result of the longer than expected time required for the development of Keno Game Lottery business in the PRC; and (ii) no other income such as re-measurement of interest in an associate to fair value on business combination is recognised in this reporting period.

Such impairment is non-cash item which do not impose adverse impact on the operations and cash flows of the Group.

The information contained in this announcement is only based on the preliminary assessment by the Group’s management according to the figures and information currently available, which have not been reviewed or audited by the auditors of the Company. Details of the Group’s performance for the year ended 31 March 2013 will be finalised and disclosed in the Group’s annual results announcement which is expected to be released in late June 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
Chinese People Holdings Company Limited
Mr. Yang Songsheng
Chairman

Hong Kong, 8 May 2013

As at the date of this announcement, the Board comprises seven executive Directors, namely, Mr. Xu Ruixin (Honourable Chairman), Mr. Yang Songsheng (Chairman), Dr. Mo Shikang (Deputy Chairman), Mr. Zhang Hesheng (Deputy Chairman), Mr. Yeung Paak Ching (Co-managing Director), Mr. Jin Song (Co-managing Director) and Mr. Chu Kin Wang Peleus, and four independent non-executive Directors, namely, Dr. Liu Junmin, Mr. Tan Qinglian, Mr. Li Jialin and Mr. Sin Ka Man.