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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 pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a profit for the six months ended 30 September 2012 which is substantially less than that of the corresponding period in 2011. This profit warning announcement is only based on the preliminary review on the management accounts for the Group, which have not been audited and reviewed by the Company's auditor.

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

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

Based on the preliminary review on the management accounts of Chinese People Holdings Company Limited (the "**Company**"), together with its subsidiaries as the "**Group**"), the board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the Group is expected to record a profit for the six months ended 30 September 2012 which is substantially less than that of the corresponding period in 2011. The expected decrease in profit is mainly attributable to the non-recurring and non-cash income arising from further acquisition of lottery business and recorded for approximately HK\$230 million for the six months ended 30 September 2011 (details of this have been disclosed in the circular of the Company dated 12 August 2011 and the interim report for the six months ended 30 September 2011), whereas no such income was recorded in this reporting period.

The Company is still in the process of finalising the Group's interim results for the six months ended 30 September 2012. The information contained in this announcement is only based on the Company's preliminary review of the management accounts of the Group, which have not been audited or reviewed by the Company's auditor. Further details of the Group's performance will be disclosed as and when the interim results of the Group for the six months ended 30 September 2012 are announced.

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

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 three Independent Non-executive Directors, namely, Dr. Liu Junmin, Mr. Tan Qinglian and Mr. Sin Ka Man.

On behalf of the Board of
Chinese People Holdings Company Limited
Mr. Jin Song
Co-Managing and Executive Director

Beijing, 6 November 2012