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## **ASIA COMMERCIAL HOLDINGS LIMITED**

**冠亞商業集團有限公司\***

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 104)

### **POSITIVE PROFIT ALERT**

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

The Board wishes to inform the shareholders of the Company and potential investors that the Group continued to deliver favourable performance after its interim results for the six months ended 30 September 2010. The unaudited consolidated profit after taxation of the Group for the nine months ended 31 December 2010 together with profit from the sale of a property in January 2011 represented an increase of at least 50% over the audited consolidated profit after taxation of the Group for the year ended 31 March 2010.

The financial information relating to the Company and the Group in this announcement is based on a preliminary assessment of the financial position of the Group and is unaudited and not reviewed by the auditor of the Company. **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 Asia Commercial Holdings 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").

Based on the unaudited management accounts of the Group made up to 31 December 2010, the Board of Directors (the "Board") of the Company wishes to inform the shareholders of the Company and potential investors that the Group continued to deliver favourable performance after its interim results for the six months ended 30 September 2010. The unaudited consolidated profit after taxation of the Group for the nine months ended 31 December 2010 together with profit from the sale of a property in January 2011 represented an increase of at least 50% over the audited consolidated profit after taxation of the Group for the year ended 31 March 2010. The favourable performance was mainly attributed to the increase in sales turnover for the nine month period.

The Group is principally engaged in trading and retailing of watches and property leasing. The above financial information relating to the Group is based on a preliminary assessment of the financial position of the Group and is unaudited and not reviewed by the auditor of the Company. Such information does not represent, and should not be taken to represent, the overall results of the Group in any respect. The results, performance and financial position of the Company and of the Group as a whole for the current financial year ending 31 March 2011 remain subject to other relevant factors, including but not limited to the adjustment on the revaluation of the investment properties at the end of the current financial year, and the business and operating performance of the Group during the remainder of the current financial year. The audited consolidated results of the Group for the year ending 31 March 2011 are expected to be announced before the end of June 2011.

**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  
**ASIA COMMERCIAL HOLDINGS LIMITED**  
**Au Shiu Leung, Alex**  
*Executive Director and Company Secretary*

Hong Kong, 2 February 2011

*As at the date of this announcement, the Board comprises Mr. Eav Yin (Chairman), Mr. Eav Ming Keong, Kinson and Mr. Au Shiu Leung, Alex as executive directors, Mr. Lai Si Ming, Ms. Wong Wing Yue, Rosaline and Mr. Lee Tat Cheung, Vincent as independent non-executive directors.*

*\* For identification purposes only*