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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)

PROFIT WARNING

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

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a drop in profit for the six months ended 30 September 2011 as compared to the profit for the six months ended 30 September 2010.

This announcement is not based on any figures or information that has been audited or reviewed by the Company's auditors. The unaudited financial results of the Group for the six months ended 30 September 2011 are expected to be announced on 29 November 2011.

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 information currently available, the board of directors of the Company (the "Board") announces that the Group is expected to continue to record a profit for the six months ended 30 September 2011. Such profit is, however, expected to be lower than the profit for the corresponding six months period ended 30 September 2010 by not more than 50%. The factors attributable to the decrease in profit include, inter alia, (i) dramatic scale down of our existing flagship store in Beijing due to shopping center redevelopment; (ii) development costs including mainly rental expenses incurred in launching our new flagship store in Beijing in coming months; (iii) an unrealized loss on investment in listed financial assets at fair value.

The Company is still in the process of finalizing the results of the Group for the six months ended 30 September 2011. The information contained in this announcement is a preliminary estimate made by the management of the Company based on the internal unaudited management accounts of the Group. This announcement is not based on any figures or information that has been audited or reviewed by the Company's auditors. The unaudited financial results of the Group for the six months ended 30 September 2011 are expected to be announced on 29 November 2011.

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

By Order of the Board
Asia Commercial Holdings Limited
CHENG Ka Chung
Company Secretary

Hong Kong, 21 November 2011

As at the date of this announcement, the Board comprises Mr. Eav Yin (Chairman), Mr. Duong Ming Chi, Henry, Mr. Eav Ming Keong, Kinson and Mr. André Francois Meier as executive directors and Mr. Lai Si Ming, Ms. Wong Wing Yue, Rosaline and Mr. Lee Tat Cheung, Vincent as independent non-executive directors.

** For identification purpose only*