

ASIA FASHION HOLDINGS LIMITED
(Company Registration No. 41195)
(Incorporated in Bermuda)

PROFIT GUIDANCE

The Board of Directors (“**Board**”) of Asia Fashion Holdings Limited (“**Company**” and together with its subsidiaries, the “**Group**”) wishes to announce that, after preliminary assessment of the Group’s draft unaudited financial results for the third quarter ended 30 September 2014 (“**3Q2014**”), the Board would like to inform shareholders that, despite the Group recording (i) a loss of RMB 421 million in the financial year ended 31 December 2013, (ii) an operating loss of RMB 638,000 in total comprehensive losses in the first quarter ended 31 March 2014, and (iii) an operating profit of RMB 126,000 in the second quarter ended 30 June 2014, the Group is expected to report a significant increase in profitability and a significantly higher operating profit for 3Q2014 as compared to the preceding financial quarters and financial year.

The significant increase in the Group’s financial performance for 3Q2014 was mainly attributed to the consolidation of the financial results of China Construction Material (Hong Kong) Limited and its subsidiaries.

Further details of the Group’s financial performance will be disclosed when the Company finalises and announces its unaudited financial results for 3Q2014 on or before 14 November 2014.

By Order of the Board

Neo Chee Beng
Executive Chairman
13 October 2014