## ADVANCED HOLDINGS LTD.

Company Registration No. 200401856N

## PROFIT GUIDANCE FOR THE SECOND QUARTER ENDED 30 JUNE 2014

The Board of Directors of Advanced Holdings Ltd. (the "Company") wishes to issue a profit guidance regarding the financial results of the Company and its subsidiaries (the "Group") for the second quarter ended 30 June 2014 ("2Q2014").

The Group is not expected to report a profit for 2Q2014 as compared to the corresponding period ended 30 June 2013. Based on a preliminary review of the unaudited financial results of the Group for 2Q2014, this is mainly attributable to higher distribution and marketing costs as well as R&D costs as part of the Group's strategy to invest in technologies to enhance its competitive edge.

Further details of the Group's performance will be disclosed in the Company's announcement of the Group's unaudited financial results for 2Q2014.

In the meantime, the Board wishes to advise shareholders and investors to exercise caution when dealing in the shares of the Company. Persons who are in doubt as to the action they should take should consult their stockbrokers, bank managers, solicitors, accountants or other professional advisers.

## BY ORDER OF THE BOARD

Ong Beng Hong Company Secretary 24 July 2014