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BOSSINI INTERNATIONAL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 592)

PROFIT WARNING

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 is expected to record a substantial decrease in profit for the year ended 30 June 2012 as compared to the year ended 30 June 2011 mainly due to widened losses incurred from the Group's mainland China, Taiwan and Singapore operations.

Information contained in this announcement is only based on a preliminary assessment made by the Board on information currently available to it, including the unaudited consolidated management accounts of the Group for the year ended 30 June 2012 which have not yet been reviewed or audited by the Company's auditors.

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

The board of directors (the "Board") of Bossini International Holdings Limited (the "Company", together with its subsidiaries, collectively the "Group") wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a substantial decrease in profit for the year ended 30 June 2012 as compared to the year ended 30 June 2011.

Such expected substantial decrease in profit was mainly due to the difficult market conditions and highly competitive environment that prevailed over the mainland China, Taiwan and Singapore markets, while our performances there were disappointing for the year ended 30 June 2012.

Despite the worsening results in these regions, our Hong Kong segmental businesses, which generated more than half of the revenue of the Group from its retail operations in Hong Kong and franchised operations for the overseas countries, had performed remarkably well and achieved record high in both top and bottom lines for the year ended 30 June 2012. However, the good results delivered from the Hong Kong segment were more than offset by the substantial losses recorded in the mainland China, Taiwan and Singapore markets.

The Group maintained a healthy financial position as at 30 June 2012, with net cash being positive and inventory turnover days significantly lower than that of last year.

As the Company is still in the course of preparing and finalising its annual results for the year ended 30 June 2012, the information contained in this announcement is only based on a preliminary assessment made by the Board on the information currently available to it, including the unaudited consolidated management accounts of the Group for the year ended 30 June 2012 which have not yet been reviewed or audited by the Company's auditors. It is scheduled that the audited results of the Group for the year ended 30 June 2012 would be announced in late September 2012.

Shareholders of the Company 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 three Executive Directors, namely Ms. TSIN Man Kuen Bess (Chairman), Mr. MAK Tak Cheong Edmund and Mr. CHAN Cheuk Him Paul and three Independent Non-executive Directors, namely Mr. LEE Man Chun Raymond, Ms. LEUNG Mei Han and Prof. SIN Yat Ming.

By order of the Board
Bossini International Holdings Limited
TSIN Man Kuen Bess
Chairman

Hong Kong, 7 August 2012