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BOSSINI INTERNATIONAL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 592)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Part XIVA of the Securities and Future Ordinance and 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 significant increase in profit for the period attributable to owners for the six months ended 31 December 2013 as compared to the six months ended 31 December 2012 mainly due to the reduction in losses incurred from the mainland China and Taiwan 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 consolidated management accounts of the Group for the six months ended 31 December 2013 which have not yet been reviewed 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 Part XIVA of the Securities and Future Ordinance and 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 significant increase in profit for the period attributable to owners for the six months ended 31 December 2013 as compared to the six months ended 31 December 2012.

Such expected significant increase in profit was mainly due to (i) the reduction in losses incurred from the mainland China and Taiwan operations as a result of the closure of under-performing stores and stringent cost control measures; and (ii) higher shop productivity for the mainland China operation.

As the Company is still in the course of preparing and finalising its interim results for the six months ended 31 December 2013, 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 consolidated management accounts of the Group for the six months ended 31 December 2013 which have not yet been reviewed by the Company's auditors. It is scheduled that the unaudited interim results of the Group for the six months ended 31 December 2013 would be announced in late February 2014.

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
Bossini International Holdings Limited
TSIN Man Kuen Bess
Chairman

Hong Kong, 22 January 2014

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.