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MATRIX

MATRIX HOLDINGS LIMITED

美力時集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1005)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record an increase in net profit for the year ended 31st December 2013 as compared to that of the year ended 31st December 2012.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Matrix 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”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “SFO”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group is expected to record an increase in net profit for the year ended 31st December 2013 as compared to that of the year ended 31st December 2012. Based on the information currently available, the Board considers that the increase is principally due to the increase of the Group’s sales during the year and the reversal of tax provision made in previous years upon finalization of settlement with the Hong Kong Inland Revenue Department in the consolidated statement of comprehensive income of the Group for the year ended 31st December 2013.

The information in this announcement is only based on the preliminary assessment by the management of the Company after reviewing and considering the unaudited management accounts of the Group. The consolidated results of the Group for the year ended 31st December 2013 have not yet been finalized and are subject to audit by the auditor and thus the Board is not in a position to quantify the exact financial effects at this stage. Further details of the Group performance will be disclosed as and when the annual results announcement of the Group for the year ended 31st December 2013 is announced.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Cheng Yung Pun
Chairman

Hong Kong, 14th March, 2014

As at the date of this announcement, the Board comprises Mr. Cheng Yung Pun, Mr. Arnold Edward Rubin, Mr. Yu Sui Chuen, Ms. Cheng Wing See, Nathalie, Mr. Cheng King Cheung, Mr. Leung Hong Tai, Mr. Tsang Chung Wa and Mr. Tse Kam Wah as executive Directors and Dr. Loke Yu alias Loke Hoi Lam, Mr. Mak Shiu Chung, Godfrey, Mr. Wan Hing Pui and Mr. Heng Victor Ja Wei as independent non-executive Directors.

** For identification purpose only*