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STELUX Holdings International Limited

寶光實業(國際)有限公司*

website: <http://www.irasia.com/listco/hk/stelux>
(Incorporated in Bermuda with limited liability)

(Stock Code: 84)

POSITIVE PROFIT ALERT

This announcement is made by Stelux Holdings International Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 (1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board of Directors of the Company (the “Board”) wishes to announce to the shareholders of the Company and potential investors that the Group is expected to record a significant increase in both turnover and net profit for the six months ended 30 September 2011 as compared with the corresponding period in 2010.

Based on the preliminary review of the management accounts of the Group for the six months ended 30 September 2011, which has not been reviewed in full by the Board of Directors nor by the auditors of the Company under the Hong Kong Standard on Review Engagements 2410 “Review of Interim Financial Information Performed by the Independent Auditor of the Entity”, the expected net profit will **at least double** in comparison to that of the previous corresponding period in 2010. The increase is mainly attributable to strong growth in the Group’s retail sales volume as a result of increased sales transactions from Mainland Chinese consumers.

Strong consumption demand from Mainland Chinese tourists continue to drive the Group’s sales growth as evident in the “National Day Golden Week Holidays” from 1 October to 7 October 2011, with Hong Kong, Macau and Mainland China recording approximately **20%** growth in total in same store sales.

The Company is still in the course of preparing the Group’s unaudited interim results for the six months ended 30 September 2011 and the results announcement is expected to be released on 29 November 2011.

Shareholders of the Company and potential investors are advised to exercise caution

when dealing with shares of the Company.

On behalf of the Board
Stelux Holdings International Limited
Joseph C. C. Wong
Chairman & Chief Executive Officer

Hong Kong, 12 October 2011

As at the date of this announcement, the Directors are:

Executive Directors:

Chumphol Kanjanapas (alias Joseph C.C. Wong) (*Chairman and Chief Executive Officer*),
Anthony Chu Kai Wah and Vincent Lau Tak Bui

Non-executive Directors:

Sakorn Kanjanapas, Wu Chun Sang (*independent*), Lawrence Wu Chi Man (*independent*) and
Agnes Kwong Yi Hang (*independent*)

** For identification purpose only*