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New Focus Auto Tech Holdings Limited

新焦點汽車技術控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 360)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors of the Company that the Group is expected to record an extraordinary loss for the year ended 31 December 2012 as compared to a profit for the year ended 31 December 2011.

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

This announcement is made by New Focus Auto Tech Holdings Limited (the “**Company**”, together with its subsidiaries as 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 “Listing Rules”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that the Group is expected to record an extraordinary loss for the year ended 31 December 2012 as compared to a profit for the year ended 31 December 2011. This extraordinary loss was mainly attributable to the writing-off of goodwill arising from the decrease in the profit generated by, and therefore reduction in the valuation of, the Group’s subsidiaries engaging in wholesale service business that were acquired in 2010 and 2011, additional expenses incurred by the Group in the transformation of its retail service channel, cost of integrating various subsidiaries of the Group and the sluggish global economy for the year ended 31 December 2012. The Board is of the view that the financial position of the Group remains solid.

** For identification purpose only*

This profit warning announcement is made on the basis of the preliminary assessment by the Board of the unaudited management accounts of the Group. The results of the Group for the year ended 31 December 2012 have not been finalised as at the date of this announcement. Shareholders and potential investors of the Company are advised to read the annual results announcement carefully when it is published.

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

By Order of the Board
New Focus Auto Tech Holdings Limited
HUNG Wei-Pi, John
Chairman

Hong Kong, 25 January 2013

As at the date of this announcement, the directors of the Company are executive Directors-- HUNG Wei-Pi John, HUNG Ying-Lien, Raymond N. Chang, Douglas Charles Stuart FRESCO and Edward B. MATTHEW; non-executive Directors-- HSU Ming Chyuan and CHANG An-Li; and independent non-executive Directors-- DU Haibo, ZHOU Tai Ming, UANG Chii-Maw and Chih T. Cheung.