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## **NORTH ASIA STRATEGIC HOLDINGS LIMITED**

**北亞策略控股有限公司\***

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 8080)**

### **PROFIT WARNING**

This announcement is made by North Asia Strategic Holdings Limited (the “Company” and together with its subsidiaries and jointly-controlled entities, collectively the “Group”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the “GEM Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform shareholders of the Company and potential investors that, based on preliminary assessment of the management accounts of the Group and information currently available to the Company, the Group is expected to record a loss for the 6-month period ended 30th September 2011 (“current period”) as compared to the profit for the corresponding period ended 30th September 2010 (“half year period last year”). As disclosed in the interim report of the Company for the half year period last year, the Group recorded an unaudited net profit of approximately HK\$11.3 million for the half year period last year, comprising loss from continuing operations of approximately HK\$2.9 million and profit from a discontinued operation of TK Chemical Corporation (“TKC”) of approximately HK\$14.2 million. The less satisfactory results expected to be recorded by the Group for the current period was principally due to i) the exclusion of the contribution from TKC, which was classified as a discontinued operation in the half year period last year when the Group entered into an agreement to dispose of its entire 33.74% shareholding in TKC on 30th April 2010; and ii) significant reduction in the net profit earned by our 40% jointly-controlled investment in Coland Group Limited due to negative impact of volatility of global commodity price and rainy weather in China in the half year period on the demand and pricing of its fishmeal. The business performance of the other continuing operations of the Group has been in line with expectations.

The information contained in this announcement is only based on the preliminary assessment by the Board in accordance with the management accounts of the Group. The Company is still in the process of finalizing the results for the current period. Details of the Group’s performance will be disclosed in its results announcement for the current period which is expected to be issued in mid-November 2011.

**Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.**

On behalf of the Board  
**North Asia Strategic Holdings Limited**  
**Göran Sture Malm**  
*Chairman*

Hong Kong, 7th November 2011

*\* For identification purpose only*

*As at the date of this announcement, the Board comprises Mr. Göran Sture Malm (Chairman and Executive Director); Mr. Yu Wang Tak (Deputy Chairman and Independent Non-executive Director); Mr. James Tsiolis, Mr. Jason Matthew Brown and Mr. Takeshi Kadota (being Non-executive Directors); and Mr. Kenny Tam King Ching and Philip Ma King Huen (being Independent Non-executive Directors).*

*This announcement, for which the Directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the GEM website at [www.hkgem.com](http://www.hkgem.com) on the “Latest Company Announcement” page for at least seven days from the date of its posting and on the Company’s website at [www.nasholdings.com](http://www.nasholdings.com).*

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