NORTH ASIA STRATEGIC HOLDINGS LIMITED
北亞策略控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 8080)

THIRD QUARTERLY RESULTS
FOR THE NINE MONTHS ENDED 31ST DECEMBER 2011

CHARACTERISTICS OF THE GROWTH ENTERPRISE MARKET ("GEM") OF THE STOCK EXCHANGE OF HONG KONG LIMITED (THE "STOCK EXCHANGE")

GEM has been positioned as a market designed to accommodate companies to which a higher investment risk may be attached than other companies listed on the Stock Exchange. Prospective investors should be aware of the potential risks of investing in such companies and should make the decision to invest only after due and careful consideration. The greater risk profile and other characteristics of GEM mean that it is a market more suited to professional and other sophisticated investors.

Given the emerging nature of companies listed on GEM, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.

This announcement, for which the directors (the "Directors" or the "Board") of North Asia Strategic Holdings Limited collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "GEM Listing Rules") for the purpose of giving information with regard to North Asia Strategic Holdings Limited. 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.

* *For identification purpose only*

With the turbulence in the global economy, the Group faced negative impact from slowing customer demand and volatility of global prices on our sales and profitability, especially in the three months ended 31st December 2011 (the “third quarter”). To maintain our competitiveness and manage risk, we focused on programs to add new products to our businesses, improve efficiency and reduce costs. Due to the on-going uncertainty in the economy, we expect demand and pricing pressure to continue in the coming quarters. We will work closely with our management teams to strengthen its position in the market by operational improvements to reduce costs, monitor cash flow and continued execution of respective strategic growth plans.

One key change to highlight from the corresponding period last year is that the results of TK Chemical Corporation (“TKC”) is no longer included in the nine months ended 31st December 2011 (the “9-month period”) after the successful disposal last year.

HIGHLIGHTS

NAS Financial Highlights

9-Month

- During the 9-month period, the Group recorded an unaudited consolidated revenue of approximately HK$1,385,303,000 from continuing operations, representing a decrease of approximately 21.7% from the corresponding period last year.

- Total unaudited consolidated net loss attributable to shareholders of the Company for the 9-month period was approximately HK$60,746,000, versus an unaudited consolidated net profit of approximately HK$18,842,000 for the corresponding period last year. This was principally due to the exclusion of profit contribution of approximately HK$14,200,000 from TKC, a jointly-controlled entity disposed of by the Group in mid-July 2010, which was included in the corresponding period last year; the decline of overall customer demand for surface mount technology (“SMT”) equipment across the sector in our hi-tech distribution and services division due to uncertain economic situation; and the loss recorded by our fishmeal, fish oil and seafood product division due to volatility of global commodity price and adverse weather in China affecting both demand and pricing of its fishmeal.

- Unaudited consolidated net asset value attributable to shareholders of the Company per ordinary share was approximately HK$0.1074 as at 31st December 2011, which reflected a decrease of HK$0.0031 from the corresponding figure of approximately HK$0.1105 as at 30th September 2011.

3-Month

- During the third quarter, the Group recorded an unaudited consolidated revenue of approximately HK$290,179,000 from continuing operations, representing a decrease of approximately 45.7% from the corresponding period last year.

- Total unaudited consolidated net loss attributable to shareholders of the Company for the third quarter was approximately HK$42,736,000, versus an unaudited consolidated net profit of approximately HK$7,503,000 for the corresponding period last year, mainly due to the decline of overall customer demand for SMT equipment across the sector in our hi-tech distribution and services division due to uncertain economic situation; and the loss recorded by our fishmeal, fish oil and seafood product division due to volatility of global commodity price and adverse weather in China affecting both demand and pricing of its fishmeal.

- The three business divisions of the Group recorded an aggregate net loss of approximately HK$11,485,000 on revenue of approximately HK$290,179,000, versus an aggregate net profit of approximately HK$3,638,000 on revenue of approximately HK$534,315,000 in the corresponding period last year.

Division Financial Highlights

9-Month

- During the 9-month period, revenue and net profit generated from the hi-tech distribution and services division were approximately HK$657,590,000 and HK$19,900,000 respectively.

- During the 9-month period, the Group shared 40% revenue and net loss of our jointly-controlled fishmeal, fish oil and seafood product division of approximately HK$620,109,000 and HK$5,639,000 respectively with the change to loss occurring in the third quarter.

- During the 9-month period, revenue generated from the branded food division was approximately HK$107,604,000 with a decreasing loss of approximately HK$17,053,000.

3-Month

- During the third quarter, revenue and net profit generated from the hi-tech distribution and services division were approximately HK$105,993,000 and HK$3,493,000 respectively.

- During the third quarter, the Group shared 40% revenue and net loss of our jointly-controlled fishmeal, fish oil and seafood product division of approximately HK$148,564,000 and HK$8,937,000. The net loss was mainly due to a significant drop of fishmeal price after November 2011.

- During the third quarter, revenue generated from the branded food division was approximately HK$35,622,000 with a narrowing loss before income tax of approximately HK$6,041,000.

RESULTS

The following are the unaudited condensed consolidated results of North Asia Strategic Holdings Limited (the "Company" or "NAS") and its subsidiaries and jointly-controlled entities (collectively, the "Group") for the nine months and three months ended 31st December 2011 together with the comparative unaudited figures for the corresponding periods in 2010:

UNAUDITED CONDENSED CONSOLIDATED INCOME STATEMENT

		For the nine months ended 31st December		For the three months ended 31st December	
		2011	2010	**2011**	2010
	Notes	***HK$'000***	*HK$'000*	***HK$'000***	*HK$'000*
		(Unaudited)	(Unaudited)	**(Unaudited)**	(Unaudited)
Continuing operations					
Revenue	*3*	**1,385,303**	1,769,724	**290,179**	534,315
Cost of sales		**(1,189,091)**	(1,537,137)	**(236,767)**	(467,565)
Gross profit		**196,212**	232,587	**53,412**	66,750
Other income and gains, net		**8,860**	41,777	**1,128**	22,904
Selling and distribution expenses		**(145,516)**	(156,372)	**(42,185)**	(50,465)
General and administrative expenses		**(119,726)**	(102,521)	**(53,784)**	(30,213)
Operating profit/(loss)		**(60,170)**	15,471	**(41,429)**	8,976
Finance income	*4*	**11,063**	4,241	**2,750**	1,449
Finance costs	*4*	**(11,617)**	(10,196)	**(4,583)**	(2,917)
Profit/(loss) before income tax from continuing operations		**(60,724)**	9,516	**(43,262)**	7,508
Income tax credit/(expense)	*5*	**(561)**	(5,017)	**480**	(54)
Profit/(loss) for the period from continuing operations		**(61,285)**	4,499	**(42,782)**	7,454
Discontinued operation					
Profit for the period from a discontinued operation	*6*	**—**	14,200	**—**	—
Profit/(loss) for the period		**(61,285)**	18,699	**(42,782)**	7,454
Profit/(loss) for the period attributable to:					
— Shareholders of the Company		**(60,746)**	18,842	**(42,736)**	7,503
— Non-controlling interests		**(539)**	(143)	**(46)**	(49)
		(61,285)	18,699	**(42,782)**	7,454
Earnings/(loss) per share attributable to shareholders of the Company *(expressed in HK cents per share)*	*7*				
Basic and diluted					
— For profit/(loss) for the period		**(0.45)**	0.14	**(0.32)**	0.06
— For profit/(loss) for the period from continuing operations		**(0.45)**	0.04	**(0.32)**	0.06

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	For the nine months ended 31st December		For the three months ended 31st December	
	2011	2010	**2011**	2010
	HK$'000	*HK$'000*	***HK$'000***	*HK$'000*
	(Unaudited)	(Unaudited)	**(Unaudited)**	(Unaudited)
Profit/(loss) for the period	**(61,285)**	18,699	**(42,782)**	7,454
Other comprehensive income/(loss):				
Available-for-sale financial assets:				
Reclassification adjustments for gains included in the condensed consolidated income statement as a result of the disposal	**(1,143)**	—	**—**	—
Changes in fair value	**—**	(138)	**—**	640
Currency translation differences:				
Reclassification adjustments for exchange differences included in the condensed consolidated income statement upon the disposal of a jointly-controlled entity	**—**	50,420	**—**	—
Currency translation differences of foreign operations	**6,468**	(14,006)	**1,020**	(9,731)
Other comprehensive income/(loss) for the period, net of income tax of nil	**5,325**	36,276	**1,020**	(9,091)
Total comprehensive income/(loss) for the period	**(55,960)**	54,975	**(41,762)**	(1,637)
Total comprehensive income/(loss) for the period attributable to:				
— Shareholders of the Company	**(55,472)**	55,118	**(41,716)**	(1,588)
— Non-controlling interests	**(488)**	(143)	**(46)**	(49)
	(55,960)	54,975	**(41,762)**	(1,637)

Notes:

1. GENERAL INFORMATION

The Group is principally engaged in the following businesses:

- **Hi-tech distribution and services:** trading of surface mount technology ("SMT") assembly equipment, machinery and spare parts and provision of related installation, training, repair and maintenance services for SMT assembly equipment;

- **Fishmeal, fish oil and seafood product:** refining and sale of fish oil, processing and sale of fishmeal, manufacturing and sale of aquatic feed products, aquaculture and processing and sale of seafood;

- **Branded food:** developing and operating Burger King restaurants in Hong Kong and Macau; and

- Investment holding.

The Company is a limited liability company incorporated in Bermuda as an exempted company under the Bermuda Companies Act 1981. The address of its registered office is Clarendon House, 2 Church Street, Hamilton HM 11, Bermuda and of its principal place of business is 11th Floor, The Centrium, 60 Wyndham Street, Central, Hong Kong.

The Company's ordinary shares are listed on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "Stock Exchange").

This unaudited condensed consolidated financial information is presented in Hong Kong dollars and all values are rounded to the nearest thousand, unless otherwise stated.

This unaudited condensed consolidated financial information has been approved for issue by the Company's Board of Directors on 9th February 2012.

2. BASIS OF PREPARATION

The unaudited condensed consolidated financial information has been prepared to comply with the disclosure requirements of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the "GEM Listing Rules").

This unaudited condensed consolidated financial information does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's annual financial statements for the year ended 31st March 2011.

The accounting policies adopted in the preparation of this unaudited condensed consolidated financial information are consistent with those followed in the preparation of the Group's annual financial statements for the year ended 31st March 2011, except for the adoption of the following new and revised standards and interpretations for the first time for the current period's financial information:

HKFRS 1 Amendments	Amendments to HKFRS 1 *First-time Adoption of Hong Kong Financial Reporting Standards – Limited exemption from Comparative HKFRS 7 Disclosures for First-time Adopters*
HKAS 24 (Revised)	*Related Party Disclosures*
HK(IFRIC)-Int 14 Amendment	Amendments to HK(IFRIC) – Int 14 *Prepayments of a Minimum Funding Requirement*
HK(IFRIC)-Int 19	*Extinguishing Financial Liabilities with Equity Instruments*
Improvements to HKFRSs 2010	Amendments to a number of HKFRSs issued in May 2010

The adoption of these new and revised standards and interpretations has had no significant impact on the Group.

3. REVENUE

Revenue represents sales of goods, revenue from branded food operation, commission and other service income. The amounts of each category of revenue recognised during the period from continuing operations are as follows:

	For the nine months ended 31st December		**For the three months ended 31st December**	
	2011	2010	**2011**	2010
	HK$'000	*HK$'000*	***HK$'000***	*HK$'000*
	(Unaudited)	(Unaudited)	**(Unaudited)**	(Unaudited)
Sales of goods	**1,253,569**	1,649,478	**237,774**	494,486
Revenue from branded food operation	**107,604**	103,167	**35,622**	33,135
Commission and other service income	**24,130**	17,079	**16,783**	6,694
	1,385,303	1,769,724	**290,179**	534,315

4. FINANCE INCOME AND COSTS

An analysis of finance income and costs from continuing operations is as follows:

	For the nine months ended 31st December		**For the three months ended 31st December**	
	2011	2010	**2011**	2010
	HK$'000	*HK$'000*	***HK$'000***	*HK$'000*
	(Unaudited)	(Unaudited)	**(Unaudited)**	(Unaudited)
Finance income:				
Interest income from bank deposits	**5,173**	4,241	**2,043**	1,449
Net foreign exchange gains on financing activities	**5,890**	—	**707**	—
	11,063	4,241	**2,750**	1,449
Finance costs:				
Interest on bank loans	**11,615**	7,939	**4,582**	2,650
Net foreign exchange losses on financing activities	—	2,254	—	266
Interest on finance lease obligations	**2**	3	**1**	1
	11,617	10,196	**4,583**	2,917

5. INCOME TAX

The Company is exempted from taxation in Bermuda until 2016. Hong Kong profits tax has been calculated at the rate of 16.5% (2010: 16.5%) on the estimated assessable profit for the period.

Subsidiaries and jointly-controlled entities established in Mainland China are subject to the Mainland China enterprise income tax at the standard rate of 25% (2010: 25%). Certain of these entities in Mainland China have been granted a five-year transitional period with a progressive tax rate from 15% to 25% from 1st January 2008.

Taxation on overseas (other than Hong Kong and Mainland China) profits has been calculated on the estimated assessable profit for the period at the applicable rates of taxation prevailing in the countries/jurisdictions in which the Group operates. No provision for taxation on overseas profits has been made as the Group did not generate any assessable profits from continuing operations in overseas during the nine months ended 31st December 2011 (2010: Nil).

The amounts of income tax credit/(expense) recorded in the unaudited condensed consolidated income statement from continuing operations represent:

	For the nine months ended 31st December		For the three months ended 31st December	
	2011	2010	**2011**	2010
	HK$'000	*HK$'000*	***HK$'000***	*HK$'000*
	(Unaudited)	(Unaudited)	**(Unaudited)**	(Unaudited)
Current taxation				
Hong Kong profits tax				
— current period	**(344)**	160	**515**	264
Mainland China enterprise income tax				
— current period	**622**	(4,328)	**704**	(136)
Deferred taxation	**(839)**	(849)	**(739)**	(182)
	(561)	(5,017)	**480**	(54)

6. DISCONTINUED OPERATION

On 30th April 2010, the Group entered into an agreement to dispose of its entire 33.74% shareholding in TK Chemical Corporation ("TKC") which is incorporated in the Republic of Korea (the "Transaction"). Details of the Transaction are disclosed in the Company's announcement dated 4th May 2010 and the Company's circular dated 22nd June 2010. The disposal of TKC was completed on 13th July 2010.

After the disposal of TKC, the Group ceased its chemical operation, a reportable operating segment, and thus the chemical operation undertaken by TKC was classified as a discontinued operation upon signing of the agreement for the Transaction.

The shared results of TKC's operation for the nine months ended 31st December 2010 are presented below:

	For the nine months ended 31st December 2010
	HK$'000
	(Unaudited)
Revenue	498,285
Expenses	(461,105)
Finance costs	(3,109)
Profit from the discontinued operation	34,071
Provision for remeasurement to fair value less costs to sell	(12,200)
Profit before income tax from the discontinued operation	21,871
Income tax expense	(7,671)
Profit for the period from the discontinued operation	14,200
Earnings per share, from the discontinued operation:	
Basic and diluted *(HK cents)*	0.10

7. EARNINGS/(LOSS) PER SHARE

Basis earnings/(loss) per share

Basic earnings/(loss) per share is calculated by dividing the Group's profit/(loss) attributable to shareholders of the Company by the weighted average number of ordinary shares in issue during the period.

	For the nine months ended 31st December 2011			**For the three months ended 31st December 2011**		
	Continuing operations (Unaudited)	**Discontinued operation (Unaudited)**	**Total (Unaudited)**	**Continuing operations (Unaudited)**	**Discontinued operation (Unaudited)**	**Total (Unaudited)**
Loss for the period *(HK$'000)*	**(61,285)**	**—**	**(61,285)**	**(42,782)**	**—**	**(42,782)**
Loss for the period attributable to non-controlling interests *(HK$'000)*	**539**	**—**	**539**	**46**	**—**	**46**
Loss attributable to shareholders of the Company *(HK$'000)*	**(60,746)**	**—**	**(60,746)**	**(42,736)**	**—**	**(42,736)**
Weighted average number of ordinary shares in issue	**13,564,787,611**	**13,564,787,611**	**13,564,787,611**	**13,541,707,009**	**13,541,707,009**	**13,541,707,009**
Basic loss per share *(HK cents)*	**(0.45)**	**—**	**(0.45)**	**(0.32)**	**—**	**(0.32)**

	For the nine months ended 31st December 2010			For the three months ended 31st December 2010		
	Continuing operations (Unaudited)	Discontinued operation (Unaudited) *(Note 6)*	Total (Unaudited)	Continuing operations (Unaudited)	Discontinued operation (Unaudited)	Total (Unaudited)
Profit for the period *(HK$'000)*	4,499	14,200	18,699	7,454	—	7,454
Loss for the period attributable to non-controlling interests *(HK$'000)*	143	—	143	49	—	49
Profit attributable to shareholders of the Company *(HK$'000)*	4,642	14,200	18,842	7,503	—	7,503
Weighted average number of ordinary shares in issue	13,596,763,487	13,596,763,487	13,596,763,487	13,596,763,487	13,596,763,487	13,596,763,487
Basic earnings/(loss) per share *(HK cents)*	0.04	0.10	0.14	0.06	—	0.06

Diluted earnings/(loss) per share

No adjustment has been made to the basic earnings/(loss) per share amounts presented for the nine months and three months ended 31st December 2011 and 2010 as the Group did not have any potentially dilutive ordinary shares in issue during these periods.

8. DIVIDENDS

The Directors do not recommend the payment of an interim dividend for the nine months ended 31st December 2011. For the nine months ended 31 December 2010, the Company declared a special dividend of HK4.0 cents per ordinary share which has been paid in December 2010.

9. EQUITY

Movements in equity are as follows:

	(Unaudited)					
	Attributable to shareholders of the Company					
	Share capital *HK$'000*	Other reserves *HK$'000*	Retained profits *HK$'000*	Sub-total *HK$'000*	Non-controlling interests *HK$'000*	Total *HK$'000*
Balances at 1st April 2011	**135,968**	**1,261,616**	**117,059**	**1,514,643**	**4,416**	**1,519,059**
Comprehensive income/(loss)						
Loss for the period	—	—	(60,746)	(60,746)	(539)	(61,285)
Other comprehensive income/(loss):						
Reclassification adjustments for gains included in the condensed consolidated income statement as a result of the disposal of available-for-sales financial assets	—	(1,143)	—	(1,143)	—	(1,143)
Currency translation differences of foreign operations	—	6,417	—	6,417	51	6,468
Total comprehensive income/(loss) for the period	—	5,274	(60,746)	(55,472)	(488)	(55,960)
Share repurchase	—	(3,138)	—	(3,138)	—	(3,138)
Cancellation of repurchased shares	(360)	1,870	(1,573)	(63)	—	(63)
Capital contribution from non-controlling interests	—	—	—	—	664	664
Balances at 31st December 2011	135,608	1,265,622	54,740	1,455,970	4,592	1,460,562

During the nine months ended 31st December 2011, the Company repurchased a total of 86,814,000 ordinary shares of the Company on the Stock Exchange. On 29th April 2011, the Company cancelled 18,360,000 ordinary shares repurchased by the Company in March 2011 and 2,000,000 ordinary shares repurchased in April 2011. On 31st October 2011, the Company cancelled 15,640,000 ordinary shares repurchased by the Company from September to October 2011.

Subsequent to the end of the reporting period, the Company repurchased 7,360,000 ordinary shares of the Company on the Stock Exchange in early January 2012. These shares, together with 69,174,000 ordinary shares repurchased from November to December 2011 were cancelled by the Company on 31st January 2012. Upon cancellation of the 69,174,000 shares repurchased, the issued share capital of the Company was reduced by the par value of HK$692,000 (or HK$765,000, if including the 7,360,000 shares repurchased subsequent to the reporting period). The premium paid on the repurchase of the 69,174,000 shares of HK$1,818,000 (or HK$2,005,000, if including the 7,360,000 shares repurchased subsequent to the reporting period) was charged to the accumulated losses of the Company.

	(Unaudited)					
	Attributable to shareholders of the Company					
	Share capital	Other reserves	Retained profits/ (Accumulated losses)	Sub-total	Non-controlling interests	Total
	HK$'000	*HK$'000*	*HK$'000*	*HK$'000*	*HK$'000*	*HK$'000*
Balances at 1st April 2010	135,968	2,010,137	(139,170)	2,006,935	3,237	2,010,172
Comprehensive income/(loss)						
Profit/(loss) for the period	—	—	18,842	18,842	(143)	18,699
Other comprehensive income/(loss):						
Changes in fair value of available-for-sale financial assets	—	(138)	—	(138)	—	(138)
Currency translation differences:						
Reclassification adjustments for exchange differences included in the condensed consolidated income statement upon the disposal of a jointly-controlled entity	—	50,420	—	50,420	—	50,420
Currency translation differences of foreign operations	—	(14,006)	—	(14,006)	—	(14,006)
Total comprehensive income/(loss) for the period	—	36,276	18,842	55,118	(143)	54,975
Cancellation for share premium and elimination of accumulated losses	—	(234,337)	234,337	—	—	—
Special dividend	—	(543,871)	—	(543,871)	—	(543,871)
Balances at 31st December 2010	135,968	1,268,205	114,009	1,518,182	3,094	1,521,276

BUSINESS REVIEW

Our Strategy

Our Group is focused on working with our portfolio companies to grow and build value in terms of size, cross-border access, new products/technologies, management capabilities and partnership/alliances. We believe in an active, close working relationship with our investee companies, where we can assist with experience, network and capital.

Financial and Business Performance

As we continue to monitor costs and productivity, the focus of our businesses for the 9-month period was on accelerating their execution plans to add new products, capabilities and skills to increase new revenue streams and enhance market position.

The Group recorded an unaudited consolidated revenue of approximately HK$1,385,303,000 from continuing operations for the 9-month period, representing a 21.7% decrease from the corresponding period last year. This year to year difference on top line sales was mainly due to the exceptional surge in demand in American Tec Company Limited ("American Tec") experienced during the corresponding period last year resulting from pent up demand from global economic recovery in 2010. The Group recorded an unaudited consolidated net loss of approximately HK$60,746,000 for the 9-month period, as compared to an unaudited consolidated net profit of approximately HK$18,842,000 for the corresponding period last year. This year to year difference mainly results from profit of approximately HK$14,200,000 from our discontinued operation in TK Chemical Corporation ("TKC") which is no longer included in the 9-month period results, the decline of overall customer demand across the sector for American Tec's SMT equipment in the third quarter due to uncertain economic situation; and the loss recorded by our fishmeal, fish oil and seafood product division due to volatility of global commodity price and adverse weather in China affecting both demand and pricing of its fishmeal.

Below is a summary of the performance of each major business division. The unaudited profit/loss figures disclosed below do not include any intra-group charges, as they are eliminated upon consolidation.

Hi-tech Distribution and Services Division

Our hi-tech distribution and services division conducted business through our wholly-owned subsidiary, American Tec. American Tec is a leader in Asia in the distribution, sales and service of SMT equipment, with a history of more than 20 years serving its customers in the hi-tech sector. Our team of more than 200 engineers and customer care staff are located in more than 25 cities in China, Vietnam and India. Our customers include most of the major telecom and electronic equipment manufacturers in the world. We are especially well positioned with the growing base of Chinese manufacturers. Our suppliers include leading equipment and solutions manufacturers from Asia, the United States and Europe. With its leading market position, during the 9-month period, American Tec signed new distribution and service agreements with leading SMT, semiconductors and software suppliers in the hi-tech sector.

During the third quarter, this division recorded an unaudited net profit of approximately HK$3,493,000 on unaudited revenue of approximately HK$105,993,000. Sales and net profit dropped approximately 64.6% and 66.2% respectively compared to preceding quarter mainly attributable to the decline of overall customer demand across the sector during the third quarter due to uncertain economic situation and outlook which led to a drop in the division's revenue and net profit. During the 9-month period, net sales of approximately HK$657,590,000 and net profit of approximately HK$19,900,000 decreased by about 50.7% and 42.7% respectively compared to the corresponding period last year mainly due to the historically exceptional surge in demand for SMT equipment experienced during the corresponding period last year after the rebound from the global economic recession last year.

Fishmeal, Fish Oil and Seafood Product Division

Our fishmeal, fish oil and seafood product division conducted business through our 40% jointly-controlled company, Coland Group Limited ("Coland"). Coland continues to focus on serving the growing need for its products in the aquatic and pig farms and consumer sector in the Chinese, United States and European markets. Today, it is one of the leading providers and processors of fishmeal, aquatic feed and fish oil in Asia. With its investments in new concentrated fish oil factory, its existing fish oil refinery and storage facilities, Coland is a leader in product quality and has one of the largest fish oil storage and processing capabilities in Asia today.

During the 9-month period, the demand for fishmeal and fish oil by customers in the aquaculture industry in China was affected by heavy rain and flooding in Southern and Eastern China in the summer of 2011 which impacted fish and aquatic breeding farms. There was a significant drop in the market price of brown fishmeal throughout the second quarter and in the second half of the third quarter, which was caused by increased global supply, volatility of global commodity prices and reduced demand due to cold weather in China. As a result, we shared 40% unaudited revenue of approximately HK$620,109,000 with a net loss of approximately HK$5,639,000 for the 9-month period, versus revenue of approximately HK$332,408,000 with a net profit of approximately HK$15,747,000 for the corresponding period last year.

Branded Food Division

Burger King is a leading global brand that provides one of the best burgers and other quick service foods in the restaurant market. The Group has franchise rights to grow the business in Hong Kong and Macau. Today, we operate 15 restaurants in renowned retail locations, commercial districts and residential districts in Hong Kong, including Tsim Sha Tsui, Wanchai, Mongkok, Fortress Hill, Hunghom, Shatin, Causeway Bay, Admiralty, Tsuen Wan, Wong Tai Sin, Sheung Shui, Tseung Kwan O and Tuen Mun. We have also won a number of awards in Hong Kong as one of the best quick service restaurants and best tasting burgers in the city.

The business continued to narrow its operating loss with improving performance on sales and customer traffic. Over the past nine months, the management has taken a prudent approach to new store openings due to increased rentals in the market. The management team has been focusing on a number of key areas in existing stores.

- Local store marketing
- New product introductions
- Cost reduction on supply chain
- Skill and staff enhancement

The division recorded an unaudited revenue of approximately HK$107,604,000 with narrowing loss of approximately HK$17,053,000 for the 9-month period, compared with unaudited revenue of approximately HK$103,167,000 with net loss of approximately HK$19,036,000 (excluding one-off store closure cost) for the corresponding period last year. With continuous improvement of the business by the management team, the sales were increased by approximately 4.3% year on year and traffic count up by approximately 12.2%. Operating loss at restaurant level (excluding one-off store closure cost) was further reduced by approximately 29.7% year on year and approximately 12.0% in the third quarter compared to the preceding quarter. In response to pressure from rising costs under the current inflationary environment for food, the minimum wage law and the competitive response to our growth, we continue to prudently build our Burger King brand presence and improve operating efficiency.

OUTLOOK

Overall summary

We expect the disruption in the global economy caused by the euro zone crisis and the depressed economy in the United States to continue in 2012. This will offer challenges for our businesses in the coming quarters, from cautious customer demand and pressure on margins. Our companies are leaders in their respective markets and our focus will be to manage cash, costs and risks and to build strength during these times by working with our management teams to improve capability and efficiency.

Hi-tech Distribution and Services Division

In the near term, we expect our customers will continue to be more cautious in their capital investment plan, with impact on revenue and margins in the last quarter of the current fiscal year. In addition, they are demanding more efficient equipment and services that can help their businesses during this economic downturn. With this outlook, we are focusing on the following areas to strengthen our leading position in the industry: accelerate the growth of higher-margin revenue streams from services/solutions, new products and complementary segments and enhance our sales and servicing teams. With this approach, we will work to minimize the impact from the economic downturn and strengthen our position for the recovery. At the same time, we will also continue to monitor our working capital, gross profit margin, operating costs and foreign exchange risk closely to protect our cash flow and profitability.

Fishmeal, Fish Oil and Seafood Product Division

In the last quarter of current fiscal year, the demand will be mixed across our product portfolio and we expect the volatility of global food prices to continue. Going forward, we foresee rebounding in demand for our fishmeal, fish oil and feeds products in the domestic market starting April 2012 due to the warm weather. We will continue to take a well balanced and cautious approach in monitoring our operation and growing our processed product businesses.

Construction of our new concentrated fish oil factory in Fuzhou of China is near completion and we expect it will start trial production this year. We expect the global demand for fish oil will continue to be strong, especially the local demand in China. This concentrated fish oil business line will help strengthening our revenue stream and improve our profitability in the future.

Branded Food Division

In this economic climate, the quick service restaurant business is expected to have increased demand as people look to lower cost alternatives for dining out. Burger King continues to provide superior products in the market place with a great brand. We will continue to monitor the operation of this division closely to achieve profitability at restaurant level in near term.

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES

As at 31st December 2011, the Directors and chief executive of the Company and their respective associates had the following interests and short positions in the shares, underlying shares and debentures of the Company or its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")) as recorded in the register required to be kept under section 352 of the SFO or as otherwise notified to the Company and the Stock Exchange pursuant to rules 5.46 to 5.67 of the GEM Listing Rules relating to the securities transactions by Directors:

Long positions in the shares of the Company

Name of Director	Capacity	Number of ordinary shares held	Approximate percentage of shareholdings	*Note*
Mr. Göran Sture Malm ("Mr. Malm")	Interest of controlled corporation	94,127,499	0.69%	*1*

Note:

1. Mr. Malm was beneficially interested in these shares through his controlling company, Windswept Inc.

Save as disclosed above, as at 31st December 2011, none of the Directors and chief executive of the Company or their respective associates had any interests or short positions in the securities of the Company or its associated corporations (within the meaning of Part XV of the SFO) as recorded in the register required to be kept under Section 352 of the SFO, or as otherwise notified to the Company and the Stock Exchange pursuant to rules 5.46 to 5.67 of the GEM Listing Rules relating to securities transactions by Directors.

INTERESTS OR SHORT POSITIONS OF OTHER PERSONS

As at 31st December 2011, so far as is known to the Directors and chief executive of the Company, the following persons (other than the Directors and chief executive of the Company whose interests were disclosed above) had interests or short positions in the shares or underlying shares of the Company which were recorded in the register required to be kept under section 336 of the SFO:

Long positions in the shares of the Company

Substantial shareholders of the Company

Name	Capacity	Number of ordinary shares held	Approximate percentage of shareholdings	*Note*
The Goldman Sachs Group, Inc.	Interest of controlled corporation	2,477,650,064	18.27%	*1*
Military Superannuation and Benefits Board of Trustees No 1	Trustee	2,041,884,817	15.06%	*2*

Other shareholders of the Company

Name	Capacity	Number of ordinary shares held	Approximate percentage of shareholdings
C.L Davids Fond og Samling	Beneficial owner	1,061,780,105	7.83%
United Overseas Bank Limited	Beneficial owner	743,295,019	5.48%

Notes:

1. The Goldman Sachs Group, Inc. was deemed to be interested in these shares through its indirect subsidiary, Goldman Sachs (Asia) Finance.

2. These shares were held by Military Superannuation and Benefits Board of Trustees No 1 as a trustee for an Australian pension scheme.

Save as disclosed above, the Directors and the chief executive of the Company were not aware of any person (other than the Directors or chief executive of the Company the interests of which were disclosed above) who has an interest or short position in the securities of the Company that were required to be entered in the register of the Company pursuant to section 336 of the SFO as at 31st December 2011.

SHARE OPTION SCHEME

On 10th June 2002, the shareholders of the Company approved the adoption of a share option scheme (the "2002 Scheme"). Under the terms of the 2002 Scheme, the Board may at its discretion offer share options to any employee, agent, consultant or representative, including any executive or non-executive Director, of any member of the Group or any other person who satisfies the selection criteria as set out in the 2002 Scheme. The principal purpose of the 2002 Scheme is to provide incentives to participants to contribute to the Group and/or to enable the Group to recruit and/or to retain high caliber employees and attract human resources that are valuable to the Group. The 2002 Scheme shall be valid and effective for a period of ten years commencing on the adoption date. As at 31st December 2011, no share options have been granted by the Company pursuant to the 2002 Scheme.

On 31st October 2006, the Company approved a share option scheme (the "Best Creation Scheme") adopted by Best Creation Investments Limited ("Best Creation"), a wholly-owned subsidiary of the Company, allowing its board of directors to grant options to subscribe for shares in Best Creation to the selected participants under such scheme as incentives or rewards for their contribution to the Best Creation group. The Best Creation Scheme has a life of ten years commencing on the adoption date of 31st October 2006. As at 31st December 2011, no share options have been granted pursuant to the Best Creation Scheme.

COMPETING INTERESTS

As at 31st December 2011, none of the Directors or substantial shareholders of the Company or any of their respective associates has engaged in any business that competes or may compete with the business of the Group or has any other conflict of interests with the Group.

CONTINUING DISCLOSURE UNDER RULE 17.24 OF THE GEM LISTING RULES

The following is an unaudited condensed consolidated statement of financial position as at 31st December 2011 of Coland, of which the Group has an equity interest of 40%, as required therein under rule 17.24 of the GEM Listing Rules:

	HK$'000
Non-current assets	334,300
Inventories	754,400
Cash and cash equivalents	229,535
Other current assets	365,534
Bank borrowings	(680,740)
Other current liabilities	(512,938)
Other non-current liabilities	(11,000)
Net assets	479,091

PURCHASES, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

During the nine months ended 31st December 2011, the Company repurchased a total of 86,814,000 ordinary shares of the Company on the Stock Exchange. Details of which are set out below:

Month of repurchase	**Number of shares repurchased**	**Price per share**		**Aggregate price paid***
		Highest	**Lowest**	
		HK$	*HK$*	*HK$*
April 2011	2,000,000	0.072	0.071	143,944
September 2011	4,510,000	0.033	0.030	139,090
October 2011	11,130,000	0.029	0.028	317,330
November 2011	28,504,000	0.039	0.029	1,010,364
December 2011	40,670,000	0.040	0.034	1,499,226
	86,814,000			3,109,954

* *Excluding transaction cost*

On 29th April 2011, the Company cancelled 18,360,000 ordinary shares repurchased by the Company in March 2011 and 2,000,000 ordinary shares repurchased in April 2011. On 31st October 2011, the Company cancelled 15,640,000 ordinary shares repurchased by the Company from September to October 2011.

Subsequent to the end of the reporting period, the Company repurchased 7,360,000 ordinary shares of the Company on the Stock Exchange in early January 2012. These shares, together with 69,174,000 ordinary shares repurchased from November to December 2011 were cancelled by the Company on 31st January 2012.

Save as disclosed above, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities for the nine months ended 31st December 2011 and up to the date of this announcement.

CODE ON CORPORATE GOVERNANCE PRACTICES

The Company endeavours in maintaining high standards of corporate governance in the interests of shareholders, and follows the principles set out in the Code on Corporate Governance Practices (the "Code") contained in Appendix 15 of the GEM Listing Rules. Except for the deviation described below, no Director of the Company is aware of any information which would reasonably indicate that the Company is not, or was not at any time during the nine months ended 31st December 2011, acting in compliance with the Code.

Code provision A.4.1 stipulates that non-executive directors should be appointed for specific terms. However, Mr. Jason Matthew Brown and Mr. James Tsiolis, non-executive Directors elected by the shareholders at the general meetings of the Company have not been appointed for a specific terms but are subject to retirement by rotation and re-election at annual general meetings in accordance with the Bye-laws of the Company.

AUDIT COMMITTEE

The Company has established an audit committee with written terms of reference that set out the authorities and duties of the committee adopted by the Board. The committee comprises three independent non-executive Directors and is chaired by Mr. Kenny Tam King Ching who has appropriate professional qualifications and experience in financial matters. The terms of reference of the audit committee are aligned with the provisions set out in the Code. The committee's principal duties are to ensure the adequacy and effectiveness of the accounting and financial controls of the Group, oversee the performance of internal control systems and financial reporting process, monitor the integrity of the financial statements and compliance with statutory and listing requirements and to oversee independence and qualifications of the external auditors.

The unaudited condensed consolidated financial information for the nine months ended 31st December 2011 of the Company now reported on have been reviewed by the audit committee.

On behalf of the Board
North Asia Strategic Holdings Limited
Göran Sture Malm
Chairman and Executive Director

Hong Kong, 9th February 2012

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 (Mr. Enoch Yi-Nong Wu as his Alternate Director) 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 will remain on the GEM website at www.hkgem.com on the "Latest Company Announcements" page for at least seven days from the date of its posting and on the Company's website at www.nasholdings.com.