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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”, 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 and the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

Reference is made to the announcement of the Company dated 7th May 2013 in relation to the possible disposal of a jointly-controlled entity and possible profit warning of the Group’s results for the year ended 31st March 2013 (the “Announcement”). Capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement unless otherwise specified.

The Board wishes to inform the shareholders and potential investors of the Company that, based on preliminary assessment of the management accounts of the Group and information currently available, the Group is expected to record an unaudited consolidated net loss for the year ended 31st March 2013 as compared to the unaudited consolidated net profit of approximately HK\$15 million for the nine months ended 31st December 2012. The expected unaudited consolidated net loss was principally due to an impairment on investment in Coland, a jointly-controlled entity. The Board would like to emphasise that negotiation of the terms and conditions including, inter alia, the consideration of the disposal of Coland is ongoing and no binding agreement has been entered as at the date of this announcement.

The information contained in this announcement is only based on preliminary assessment by the Board according to the management accounts of the Group for the year ended 31st March 2013, which are currently under review by the auditor of the Company. Details of the Group’s performance will be finalised and disclosed in its results announcement for the year ended 31st March 2013 which is expected to be issued in late June 2013.

* *For identification purpose only*

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

On behalf of the Board
North Asia Strategic Holdings Limited
Ding Yi
Chairman and Executive Director

Hong Kong, 13th June 2013

As at the date of this announcement, the Board comprises Mr. Ding Yi (Chairman and Executive Director); Mr. James Tsiolis (Deputy Chairman and Non-Executive Director) and Mr. Joseph Chan Nap Kee (Non-Executive Director); and Mr. Stephen Luk Kai Ming, Mr. Kenneth Kon Hiu King and Mr. Joseph Liang Hsien Tse (being Independent Non-Executive Directors).

This announcement, for which the Directors 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 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.