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

The board (the “Board”) of directors (the “Directors”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the management accounts of the Group for the three months ended 30th June 2013 (the “First Quarter”) and information currently available to the Company, the Group is expected to record an unaudited consolidated net loss for the First Quarter as compared to the unaudited consolidated net profit recorded for the corresponding period last year. The unaudited consolidated net loss expected to be recorded by the Group for the First Quarter was principally due to an increase in the Company’s one-off expenses in relation to professional services rendered to the Group, inter alia, for the proposed issuance of convertible preference shares with unlisted warrants under a specific mandate in the First Quarter. For details of such proposed issuance, please refer to the announcement of the Company dated 5th April 2013.

The information contained in this announcement is only based on the preliminary assessment by the Board according to the management accounts of the Group for the First Quarter. The Company is still in the process of finalising the results for the First Quarter. Details of the Group’s performance will be disclosed in its results announcement for the First Quarter which is expected to be issued in early-August 2013. Shareholders and potential investors of the Company are advised to read the results announcement for the First Quarter when it is published.

* 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, 30th July 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 (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 Announcements” page for at least seven days from the date of its posting and on the Company’s website at www.nasholdings.com.