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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)

POSITIVE PROFIT ALERT

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 (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 an unaudited net profit for the quarter ended 30th June 2012 (“the Quarter”) as compared to the unaudited loss for corresponding quarter last year. The unaudited net profit expected to be recorded by the Group for the Quarter was principally due to improvement of the financial performance of our portfolio companies in the Quarter, coupled with reduction in the Company’s expenses related to professional and legal services in the Quarter.

The information contained in this announcement is based only on the preliminary assessment by the Board in accordance with the management accounts of the Group. The Company is still in the process of finalising the results for the Quarter. Details of the Group’s performance will be disclosed in its results announcement for the Quarter which is expected to be issued in mid-August 2012.

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
Yu Wang Tak
Chairman and Executive Director

Hong Kong, 18th July 2012

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

** For identification purpose only*