

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

# AMAX

## Holdings Limited

### Amax Holdings Limited

### 奧瑪仕控股有限公司

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 959)**

## **POSITIVE PROFIT ALERT**

This announcement is made having considered Rule 13.09 of the Listing Rules.

The Board wishes to inform shareholders of the Company and potential investors that the 2011 Annual Results are expected to record a significant increase in profit as compared to a loss for the year ended 31 March 2010. Such increase mainly comes from (i) the reversal of impairment loss on intangible asset representing the Company's interest in the operating right of a casino operated by an associate of the Company; and (ii) substantial increase in share of operating profit from the casino operated by an associate of the Company.

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made having considered Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board (the “**Board**”) of directors (the “**Directors**”) of Amax Holdings Limited (the “**Company**”) and together with its subsidiaries the “**Group**”) wishes to inform the shareholders of the Company and potential investors that the audited annual results of the Group for the year ended 31 March 2011 (the “**2011 Annual Results**”) are expected to record a significant increase in profit as compared to a loss in the corresponding year ended 31 March 2010. Such increase mainly comes from (i) the reversal of impairment loss on intangible asset representing the Company's interest in the operating right of a casino operated by an associate of the Company, and (ii) substantial increase in share of operating profit from the casino operated by an associate of the Company.

As the Company is still in the process of finalising the 2011 Annual Results, the information contained in this announcement is only a preliminary assessment made by the Board based on information currently available. Shareholders of the Company and potential investors are advised to read carefully the 2011 Annual Results announcement of the Company to be issued on or about 30 June 2011.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By Order of the Board  
**Amax Holdings Limited**  
**Ng Chi Keung**  
*Company Secretary*

Hong Kong, 29 June 2011

*As at the date of this announcement, the Board comprises Ms. Li Wing Sze, Mr. Lau Dicky and Mr. Ng Chi Keung being the executive Directors and Ms. Deng Xiaomei, Mr. Cheng Kai Tai, Allen, Mr. Fang Ang Zhen, Mr. Yoshida Tsuyoshi and Dr. Dingjie Wu being the independent non-executive Directors.*