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Deson Development International Holdings Limited

迪臣發展國際集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 262)

POSITIVE PROFIT ALERT

This announcement is made by Deson Development International Holdings Limited (“**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board (“**Board**”) of directors (“**Directors**”, each a “**Director**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the management accounts of the Group for the year ended 31 March 2014 and information currently available, the Board expects that the profit for the period for the year ended 31 March 2014 will be significantly higher than that for the year ended 31 March 2013. The increase is primarily attributable to an increase in the fair value as a result of revaluation of one of the Group’s investment properties (which was previously classified as completed properties held for sale and was re-classified as an investment property during the year ended 31 March 2014).

The information contained in this announcement is only based on the preliminary assessment by the Board according to the information currently available and the management accounts of the Group for the period under review which has not been confirmed nor audited by the auditors of the Company. The Group is still in the process of finalising the annual results for the year ended 31 March 2014. The audited financial information of the Group for the year ended 31 March 2014 will be disclosed in the forthcoming annual results announcement, which is expected to be published on 16 June 2014. Shareholders and potential investors of the Company are advised to read the annual result announcement carefully when it is published.

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

By Order of the Board

Deson Development International Holdings Limited

Tjia Boen Sien

Managing Director and Deputy Chairman

Hong Kong, 10 June 2014

As at the date of this announcement, the executive Directors of the Company are Mr. Lu Quanzhang, Mr. Tjia Boen Sien, Mr. Wang Jing Ning and Mr. Keung Kwok Cheung, the non-executive Director of the Company is Mr. Wong Shing Kay, Oliver, the independent non-executive Directors of the Company are Dr. Ho Chung Tai, Raymond, Mr. Siu Man Po and Mr. Siu Kam Chau.

* *for identification purpose only*