世界(集團)有限公司

WORLD HOUSEWARE (HOLDINGS) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 713)

POSITIVE PROFIT ALERT

This announcement is made by World Houseware (Holdings) Limited (the "Company") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the "Listing Rules") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "Board") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on the Company's preliminary assessment of the unaudited consolidated management accounts of the Company for the year ended 31 December 2018 and other information currently available to the Board, it is expected to record a net profit for the year ended 31 December 2018.

For the year ended 31 December 2018, a gain on disposal of land and building in connection with Urban Renewal Project at Land Parcel No. G11207-1, Pingshan New Area, Longgang, Shenzhen City which is estimated to be not less than HK$1.3 billion (net of tax effect) was recorded.

The Company is still in the process of finalising the annual results of the Company for the year ended 31 December 2018. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available including the unaudited consolidated management accounts of the Company, which have not been reviewed or audited by the Company's auditor or the audit committee of the Company and are subject to adjustment. The actual final results of the Company of the Company for the year ended 31 December 2018 may be different from what is disclosed in this announcement. Shareholders of the Company and potential investors are advised to read carefully the final results announcement of the Company for the year ended 31 December 2018, which is expected to be published by the end of March 2019 in accordance with the Listing Rules.

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
Lee Tat Hing
Chairman

Hong Kong, 25 March 2019

As at the date of this announcement, the executive directors of the Company are Mr. Lee Tat Hing, Madam Fung Mei Po, Mr. Lee Chun Sing, Mr. Lee Pak Tung and Mr. Lee Kwok Sing Stanley; the non-executive director of the Company is Mr. Cheung Tze Man Edward; the independent non-executive directors of the Company are Mr. Tsui Chi Him Steve, Mr. Hui Chi Kuen Thomas, Mr. Ho Tak Kay and Mr. Shang Sze Ming.