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## **GLOBAL DIGITAL CREATIONS HOLDINGS LIMITED**

**環球數碼創意控股有限公司\***

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 8271)

### **PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules.

The Board is pleased to inform the Shareholders and potential investors that it is expected to record a significant increase in the profit of the unaudited third quarterly results of the Group for the nine months ended 30 September 2011 as compared to that for the corresponding period in the year 2010.

The unaudited third quarterly results of the Group for the nine months ended 30 September 2011 will be released on 11 November 2011.

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

This announcement is made by Global Digital Creations Holdings Limited (the "Company", and together with its subsidiaries, the "Group") pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "GEM Listing Rules").

The board of directors of the Company (the "Board") is pleased to inform the shareholders of the Company (the "Shareholders") and potential investors that it is expected to record a significant increase in the profit of the unaudited third quarterly results of the Group for the nine months ended 30 September 2011 as compared to that for the corresponding period in the year 2010. Such increase was mainly due to a one-off gain on the disposal of the Group's discontinued operations (details of which are set in the announcements of the Company dated 11 July 2011 and 7 September 2011 and the circular of the Company dated 17 August 2011).

However, excluding the profit for the period from the Group's discontinued operations, the loss from the Group's continuing operations for the nine months ended 30 September 2011 was expected to increase as compared to that for the corresponding period in the year 2010, which was mainly due to increases in depreciation of property, plant and equipment and finance costs for the period in relation to the Group's headquarters building in Shenzhen.

The information in this profit alert announcement is only based on the preliminary assessment by the Group's management with reference to information available for the time being, including the unaudited consolidated management accounts of the Group for the nine months ended 30 September 2011. The Company is still in the process of finalising the financial results of the Group for the nine months ended 30 September 2011. Details of the Group's financial information and performance will be disclosed in the third quarterly results of the Group for the nine months ended 30 September 2011, which will be released on 11 November 2011.

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

By Order of the Board  
**Global Digital Creations Holdings Limited**  
**Li Shaofeng**  
*Chairman*

Hong Kong, 31 October 2011

*As at the date of this announcement, the Board comprises Mr. Li Shaofeng (Chairman and Executive Director), Mr. Chen Zheng (Managing Director and Executive Director), Mr. Jin Guo Ping (Deputy Managing Director and Executive Director), Mr. Leung Shun Sang, Tony (Non-executive Director), Mr. Kwong Che Keung, Gordon (Independent non-executive Director), Mr. Hui Hung, Stephen (Independent non-executive Director) and Prof. Japhet Sebastian Law (Independent non-executive Director).*

*This announcement, for which the directors of the Company (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 report 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 "Latest Company Announcements" page of the GEM website at [www.hkgem.com](http://www.hkgem.com) for at least 7 days from the date of its posting and on the Company's website at [www.gdc-world.com](http://www.gdc-world.com).*

*\* For identification purpose only*