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(Stock Code: 8075)

Website: www.rojam.com

PROFIT WARNING

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

The Board wishes to inform the shareholders of the Company and potential investors that the Group may record further loss for the financial year ended 31 March 2011 as compared with the audited loss for the financial year ended 31 March 2010 based on the information currently available.

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

This announcement is made by Rojam Entertainment 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 (the “Board”) of directors of the Company (the “Directors”) wishes to inform the shareholders of the Company and potential investors that based on the unaudited consolidated management accounts of the Group, the Group may record further loss for the financial year ended 31 March 2011 as compared with the audited loss for the financial year ended 31 March 2010 (the “Profit Warning”). Based on the information currently available, the loss for the financial year ended 31 March 2011 is mainly attributable to (i) the increase in operating expenses associated with the expansion and development of the existing business; (ii) the costs incurred in relation to the study of the feasibility of potential new businesses; and (iii) the provision made for the share options granted by the Company under its share option scheme during the year ended 31 March 2011.

The Company is still in the course of finalising the Group’s results for the year ended 31 March 2011. Information contained in this announcement is only the preliminary assessment by the Board based on the information currently available and the management accounts of the Group, which have not been audited by the Company’s auditors. The audited consolidated annual results of the Group for the year ended 31 March 2011 (the “2011 Audited Results”) is expected to be published on or about 13 May 2011.

The Profit Warning constitutes a profit forecast under Rule 10 of the Codes on Takeovers and Mergers (the “Takeovers Code”). As such, the Company is required to comply with the requirements under Rule 10 of the Takeovers Code with respect to Profit Warning, which has to be reported on by the Company’s auditors and financial adviser. In light of the fact that the 2011 Audited Results will be included in the composite document (the “Composite Document”) to be issued by Perfect Sky Holdings Limited and the Company in relation to the possible unconditional mandatory cash offer (the “Offer”) as set out in the announcement of the Company dated 31 March 2011, which is expected to be despatched on or about 27 May 2011, the Profit Warning will not be separately reported on.

Shareholders of the Company and potential investors should note that the Profit Warning has not been reported on in accordance with the requirements under Rule 10 of the Takeovers Code. Shareholders of the Company and potential investors should therefore exercise caution in placing reliance on the Profit Warning in assessing the merits and demerits of the Offer. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Rojam Entertainment Holdings Limited
Etsuko Hoshiyama
Company Secretary

Hong Kong, 28 April 2011

As at the date of this announcement, the Board comprises three executive Directors, namely Ms. Etsuko Hoshiyama, Mr. Chan Chi Ming, Alvin and Mr. Luk Hong Man, Hammond; and four independent non-executive Directors, namely Mr. Chan Chi Yuen, Mr. Zhang Xi, Mr. Yeung Wai Hung, Peter and Mr. Wong Kam Choi.

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 Group. 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 in this announcement misleading.

All Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

This announcement will remain on the GEM website at www.hkgem.com on the “Latest Company Announcements” page for at least 7 days from the date of its posting and on the website of the Company at www.rojam.com.