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## **SAMSON PAPER HOLDINGS LIMITED**

**森信紙業集團有限公司\***

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 731)**

### **PROFIT WARNING**

This announcement is made pursuant to Rule 13.09 (1) of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to report a substantial reduction in its profit for the year ended 31 March 2009 as compared to the profit of the Group for the year ended 31 March 2008.

**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 Samson Paper Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that the Group is expected to report a substantial reduction in its profit for the year ended 31 March 2009 as compared to the profit of the Group for the year ended 31 March 2008. The expected reduction in profit of the Group is mainly due to the negative impact of the global financial crisis on the Group’s business operation causing a significant contraction in the market demand for paper and a drop in paper price in the second half of the financial year.

As the Company is in the process of finalizing the annual results of the Group for the year ended 31 March 2009, the expected reduction in the Group’s profit mentioned in this announcement is only an assessment made by the management of the Company relying on the draft unaudited consolidated management accounts of the Group, which has not been audited or reviewed by the Company’s auditors. Shareholders of the Company and potential investors are advised to refer to the details in the annual results announcement of the Company for the year ended 31 March 2009 which is expected to be released on 20 July 2009.

**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  
**Lee Yue Kong, Albert**  
*Company Secretary*

Hong Kong, 10 July 2009

*At the date of this announcement, the Board of Directors of the Company comprises five executive Directors, namely Mr. SHAM Kit Ying, Mr. LEE Seng Jin, Mr. CHOW Wing Yuen, Ms. SHAM Yee Lan, Peggy and Mr. LEE Yue Kong, Albert, one non-executive Director, namely Mr. LAU Wang Yip, Eric and three independent non-executive Directors, namely Mr. PANG Wing Kin, Patrick, Mr. TONG Yat Chong and Mr. NG Hung Sui, Kenneth.*

\* *for identification purpose only*