

TRULY[®]

TRULY INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0732)

DECREASE IN GROSS PROFIT MARGIN IN THE FIRST QUARTER OF 2008

The Board wishes to inform shareholders of the Company and potential investors that it is expected that the unaudited results for 2008 Q1 will show a reduction of the gross profit margin to approximately 17% (from approximately 22% in the corresponding period in 2007) due primarily to the approximately HK\$60 million depreciation and amortisation charges for the newly commissioned TFT-LCD production facilities, and that, despite an approximately 10% revenue growth, this is expected to have a negative impact on the Company's profit growth for 2008 Q1.

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

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

The Board of Directors (the "Board") of Truly International Holdings Limited (the "Company") wishes to inform the shareholders of the Company and potential investors that, following a preliminary review of the unaudited management accounts of the Company for the three months ended 31 March 2008 ("2008 Q1"), it is expected that the unaudited results of the Company for 2008 Q1 will show a reduction of the gross profit margin to approximately 17% from the approximately 22% recorded for the corresponding period in 2007. This primarily reflects the high depreciation and amortisation charges for the newly commissioned TFT-LCD production facilities, a point highlighted in the announcement of the Company's annual results for 2007, which amounted to approximately HK\$60 million in 2008 Q1. Although it is also expected that the results of the Company for 2008 Q1 will show an increase in revenue by approximately 10%, the reduction in gross profit margin has exerted a negative impact on the profit growth of the Company in 2008 Q1.

The information in this announcement is based on the Board's preliminary review of the Company's unaudited management accounts for 2008 Q1. Shareholders of the Company and potential investors should refer to the announcement of the unaudited results of the Company for 2008 Q1, which is expected to be published on or about 29 May 2008.

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
Lam Wai Wah Steven
Chairman

Hong Kong, 6 May 2008

As at the date of this announcement, the Board comprised Mr. Lam Wai Wah, Steven, Mr. Wong Pong Chun, James, Mr. Cheung Tat Sang, James and Mr. Li Jian Hua as executive directors and Mr. Chung Kam Kwong, Mr. Ip Cho Ting, Spencer and Mr. Heung Kai Sing as independent non-executive directors.