



TRULY INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0732)

DECREASES IN REVENUE AND GROSS PROFIT MARGIN IN THE FIRST SIX MONTHS OF 2008

The Board wishes to inform shareholders of the Company and potential investors that it is expected that the unaudited results for the 2008 Interim Period will show a reduction of the gross profit margin to approximately 16% (from approximately 21% in the corresponding period in 2007) due primarily to the approximately HK\$120 million depreciation and amortization charges for the Group's TFT-LCD production facilities which became operational in the second half of 2007, and a revenue decrease of less than 5%, which have combined to exert a negative impact on the Company's profit for the 2008 Interim Period. The EBITDA margin for the 2008 Interim Period was reduced to approximately 19% from around 20% for the same period of 2007, which was however still better than the approximately 18% recorded for the full year of 2007. Whilst noting the expected reduction in the profit for the 2008 Interim Period, the Board will also take into account the Group's healthy cash position when it determines the dividend to be declared for the 2008 Interim Period.

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 six months ended 30 June 2008 (the "2008 Interim Period"), it is expected that the unaudited results of the Company for the 2008 Interim Period will show a reduction of the gross profit margin to approximately 16% from the approximately 21% recorded for the corresponding period in 2007. This primarily reflects the high depreciation and amortization charges for the

Group's TFT-LCD production facilities which became operational in the second half of 2007, a point already highlighted in the announcement of the Company's annual results for 2007, and which amounted to approximately HK\$120 million in the 2008 Interim Period. It is also expected that the results of the Company for the 2008 Interim Period will show a decrease in revenue by less than 5% compared to the revenue recorded for the corresponding period in 2007. The reduction in gross profit margin and the drop in revenue have combined to exert a negative impact on the profit of the Company for the 2008 Interim Period. The Earnings before Interest, Tax, Depreciation and Amortization charges ("EBITDA") margin for the 2008 Interim Period was reduced to approximately 19% from around 20% for the same period in 2007, which was however still better than the approximately 18% for the full year of 2007. Whilst noting the expected reduction in the profit for the 2008 Interim Period, the Board will also take into account the Group's healthy cash position when it determines the dividend to be declared for the 2008 Interim Period.

The information in this announcement is based on the Board's preliminary review of the Company's unaudited management accounts for the 2008 Interim Period. Shareholders of the Company and potential investors should refer to the announcement of the unaudited results of the Company for the 2008 Interim Period, which is expected to be issued on or about 28 August 2008, and the related Interim Report 2008 to be published subsequently.

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, 13 August 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.