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TRULY®

TRULY INTERNATIONAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00732)

VOLUNTARY ANNOUNCEMENT

MONTHLY UNAUDITED TURNOVER FOR SEPTEMBER 2011

This is a voluntary announcement made by the Company.

The Company hereby announces that the unaudited net consolidated turnover of the Group was approximately **HK\$1,047 million for September 2011** and its unaudited net accumulative consolidated turnover for the **nine months ended 30 September 2011 amounted to approximately HK\$7,218 million**.

The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

This is a voluntary announcement made by Truly International Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”).

The Board of Directors of the Company hereby announces that the unaudited net consolidated turnover of the Group was approximately **HK\$1,047 million for September 2011**, representing an **increase** of approximately **40.2%** as compared with that of approximately **HK\$747 million for September 2010**. The Group’s unaudited net accumulative consolidated turnover for the **nine months ended 30 September 2011 amounted to approximately HK\$7,218 million**, representing an **increase** of approximately **34.9%** as compared with that of approximately **HK\$5,352 million for the nine months ended 30 September 2010**.

By Order of the Board
Truly International Holdings Limited
Lam Wai Wah, Steven
Chairman

Hong Kong, 6 October 2011

As at the date of this announcement, the Board comprises 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.