

**DAH CHONG HONG HOLDINGS LTD:
LAST YEAR SAW RECORD-BREAKING PROFITS,
BUT 2010 IS LIKELY TO BE EVEN BETTER**

With record-high profits for the Financial Year, ended December 31, 2009, and sitting on about \$HK1.90 billion in cash and bank deposits, Management of [Dah Chong Hong Holdings Ltd \(\)](#) (Code: 1828, Main Board, The Stock Exchange of Hongkong Ltd) has determined to pay an Interim and Final Dividend, which is equivalent to about 2.93 percent of the current market price of about \$HK5.39 per share.

Management is recommending a Final Dividend of 11.29 cents per share and this, added to the Interim Dividend of 4.51 cents per share, means that the aggregate payment to shareholders in respect of the 2009-Year, at 15.80 cents per share, will absorb \$HK284 million.

This sum of money is about 37.87 percent of the Net Profit Attributable to Shareholders for the 2009-Year: About \$HK750 million.

In terms of the veritable mountain of cash that this company has in the bank, the aggregate dividend payout is equivalent to about 14.95 percent of the company's available cash resources.

Having scanned the financial results of Dah Chong Hong Holdings Ltd for the 2009-Year, one cannot help but be impressed by this company's performance with regard to the Financial Year, just ended.

Dah Chong Hong Holdings Ltd, last Monday, announced, inter alia, that, on a Turnover of about \$HK22.13 billion, the Net Profit Attributable to Shareholders came in at about \$HK750 million (2008: \$HK582 million).

The increase in the Bottom Line was about 28.87 percent, Year-On-Year.

The Gross Profit, however, at about \$HK2.88 billion, was only about 6.27 percent greater than the figure of the 2008-Year of about \$HK2.71 billion.

Shareholders' Funds rose about 11.55 percent, Year-On-Year, from about \$HK5.16 billion to about \$HK5.76 billion.

The principal activity of Dah Chong Hong Holdings Ltd is in the sales of motor vehicles, which include, Bentley, Hyundai, Bugatti, Chevrolet, Honda, Nissan, Mazda, Toyota, Isuzu, Lexus, Mercedes-Benz, Renault, Audi and Buick.

The company operates 48 shops, selling its motor vehicles, with sales in the People's Republic of China (PRC), proper, being distinct and separate from the Hongkong Special Administrative Region (HKSAR) of the PRC, being the most-important single market.

The following little table is reproduced from Page 14 of the synopsis of the Financial Results in respect of the 2009-Year:

| | <u>Turnover</u> | Increase/(Decrease) |
|--|-----------------|---------------------|
|--|-----------------|---------------------|

| | (All Figures Are Denominated In \$HK Million) | | Year-On-Year, In Percent |
|--|---|---------------|--------------------------|
| | 2009 | 2008 | |
| The HKSAR and the Macau Special Administrative Region of the PRC | 6,455 | 7,785 | (17.08) |
| The PRC, Proper | 13,977 | 9,770 | 43.06 |
| Others | 1,699 | 1,941 | (12.47) |
| TOTAL | 22,131 | 19,496 | |

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