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魏橋紡織股份有限公司

Weiqiao Textile Company Limited*

(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 2698)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the consolidated profit attributable to shareholders of the Company for the year ended 31 December 2012 is expected to have a substantial increase as compared with that for the year of 2011.

The information contained in this announcement is only based on the Company's preliminary review of the management accounts of the Group for the year ended 31 December 2012, which have not been audited by the Company's auditors.

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 Weiqiao Textile Company Limited (the "Company", together with its subsidiaries shall be referred to as the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board of directors (the "Board") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the management accounts of the Group, the consolidated profit attributable to shareholders of the Company for the year ended 31 December 2012 is expected to have a substantial increase as compared with that for the year of 2011.

* For identification purpose only

In 2012, the Group adopted a proactive sales strategy and improved and upgraded its product portfolio to promote sales and decrease inventory, notwithstanding the lower average sales price of the Group's products in 2012 as compared to that in 2011. Based on the information currently available, the consolidated profit attributable to shareholders of the Company is expected to increase significantly due to the increase in the sales volume of the Group's textile products and the increase in the gross profits for sales of electricity by the Group attributable to lower electricity generation costs.

The information contained in this announcement is only based on the preliminary review of the management accounts of the Group for the year ended 31 December 2012, which have not been audited by the Company's auditors. As at the date of this announcement, the Group's consolidated results for the year ended 31 December 2012 have not yet been finalized, and are subject to necessary adjustments if required. Further details of the Group's financial information will be disclosed as and when the annual results of the Group for the year ended 31 December 2012 are announced in March 2013.

Shareholders and potential investors of the Company are advised to read the audited final results announcement of the Group when it is published.

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

On behalf of the Board
Wei qiao Textile Company Limited
Zhang Hongxia
Chairman

Shandong, People's Republic of China
11 January 2013

As at the date of this announcement, the Board comprises nine directors, namely Ms. Zhang Hongxia, Ms. Zhao Suwen, Ms. Zhang Yanhong and Mr. Zhang Jinglei as executive directors, Mr. Zhang Shiping and Ms. Zhao Suhua as non-executive directors and Mr. Wang Naixin, Mr. Xu Wenying and Mr. George Chan Wing Yau as independent non-executive directors.

* *The Company is registered in Hong Kong as a non-Hong Kong company under the English name "Wei qiao Textile Company Limited" and the Chinese name of the Company under Part XI of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong).*