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(Incorporated in Bermuda with limited liability)
(Stock Code: 999)

**UNAUDITED FY13/14 FIRST QUARTER TRADING UPDATE
 FOR THE THREE MONTHS ENDED 31 MAY 2013
 AND PROFIT WARNING**

TRADING UPDATE

This update is made by I.T Limited (the “Company”) on the business operations and selected unaudited financial information of the Company and its subsidiaries (the “Group”) for the three months ended 31 May 2013 (the “First Quarter”).

First Quarter Key Operational Data

Comparable store sales growth – key operating markets:

	3 months ended 31 May 2013	YOY Change
Hong Kong		-10.3%
Mainland China		-5.6%
Japan		-6.1%

Gross profit margin – key operating markets:

	3 months ended 31 May 2013	YOY change
Hong Kong	61.5%	-0.7%pt
Mainland China	56.5%	-4.3%pt
Japan	71.9%	+5.1%pt
Group	60.8%	-1.8%pt

Given continuing weakness in growth in the Asian consumer market during the period under review, the Group's overall performance with respect to comparable store sales and gross margin recorded a decline compared to the same period last year. The dual pressures of weakening consumer sentiment and surging operating costs across the Group's key operating regions formed a challenging business environment. Hence, comparable store sales in our key operating regions recorded a decline.

With regards to gross margin, extra discounts offered in the annual end-of-season sale ("Gig-on sale") in March in both Hong Kong and Mainland China outstripped the uplift in gross margin that was achieved in the rest of the "First Quarter". Hence, gross margins in both Hong Kong and Mainland China recorded a decline.

Inventory turnover days as at 31 May 2013 were trending above the level recorded as at 28 February 2013 due to seasonal effect while it was below the level recorded as at 31 May 2012.

PROFIT WARNING

Pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, the board of directors (the "Board") of the Company would like to inform the shareholders of the Company and potential investors that based on the preliminary review of the operating data available to the Board, the operating performance of the Group for the first quarter ended 31 May 2013 is expected to have a material drop as compared to the performance for the corresponding period in 2012. As mentioned in the aforesaid trading update section, such drop was mainly attributable to (i) reduction in the recorded sales growth as a result of the volatile apparel retailing markets across the Group's key operating regions; and (ii) surge in operational costs. In the event the mentioned trend continues or deteriorates further, the Group's operating performance might be worsened for the six months ending 31 August 2013. However, the Board remains cautiously optimistic to the second half of the year ending 28 February 2014 and believes that the full year financial results would be profit making.

Caution Statement:

The Board would like to remind investors that the above trading update and profit warning statement are compiled base on the Company's internal records and management accounts for the three months ended 31 May 2013 which have not been reviewed or audited by the auditor of the Company. **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
Sham Kar Wai
Chairman

Hong Kong, 25 July 2013

As at the date of this announcement, the Board comprises Mr. SHAM Kar Wai and Mr. SHAM Kin Wai as Executive Directors and Mr. Francis GOUTENMACHER, Dr. WONG Tin Yau, Kelvin and Mr. MAK Wing Sum, Alvin as Independent Non-executive Directors.