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Miscellaneous	
* Asterisks denote mandatory information	
Name of Announcer *	VALUETRONICS HOLDINGS LIMITED
Company Registration No.	38813
Announcement submitted on behalf of	VALUETRONICS HOLDINGS LIMITED
Announcement is submitted with respect to *	VALUETRONICS HOLDINGS LIMITED
Announcement is submitted by *	Tse Chong Hing
Designation *	Chairman & Managing Director
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>> Announcement Details	
The details of the announcement start here ...	
Announcement Title *	LICENSING ARRANGEMENT WITH WHIRLPOOL PROPERTIES, INC., MAYTAG CORPORATION AND MAYTAG LIMITED AND ACQUISITION OF 100% EQUITY INTEREST IN MASTER BRANDS HK LIMITED
Description	PLEASE SEE ATTACHED
Attachments	 Announce_licensing_MBHK_acquisition.pdf Total size = 42K (2048K size limit recommended)

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VALUETRONICS HOLDINGS LIMITED

(Incorporated in Bermuda)

LICENSING ARRANGEMENT WITH WHIRLPOOL PROPERTIES, INC., MAYTAG CORPORATION AND MAYTAG LIMITED AND ACQUISITION OF 100% EQUITY INTEREST IN MASTER BRANDS HK LIMITED

The Board of Directors of Valuetronics Holdings Limited (the “**Company**”) wishes to announce that the Company’s wholly-owned subsidiaries:

1. Honor Tone Limited (“HTL”) had entered into a licensing arrangement with Whirlpool Properties, Inc., Maytag Corporation and Maytag Limited (collectively “WPI”) for the exclusive, non-transferrable right to use the “**Whirlpool**”, “**Maytag**” and “**Amana**” brands (collectively the “Licensed Brands”) in the air treatment category, specifically for the portable Air Purifier appliance (the “Licensed Product”) for the North American market (“**Licensing Arrangement**”); and.
2. Value Chain Limited had acquired 100% equity interest in Master Brands HK Limited (“MBHK”) on 25 March 2010 for a cash consideration of HK\$10,000.00 (the “**Acquisition**”).

Licensing Arrangement

The SEMK Group Limited, through its group companies - SEMK Master Brands and SEMK International USA (collectively “SEMK”) had entered into a licensing agreement with WPI for the exclusive, non-transferrable right to use the Licensed Brands for the Licensed Product for the North American market dated 1 July 2008. SEMK had on 25 March 2010 assigned the said licence agreement to HTL and MBHK (collectively the “Licensees”) with WPI’s concurrent.

The assigned Licensing Arrangement is for a tenure of six years, effective from 1 January 2010 to 31 December 2015, with WPI granting an option for the Licensees to renew for a further four years to 31 December 2019, subject to the fulfillment of certain conditions.

The Company is of the view that the Licensing Arrangement will enhance the Company's existing Electronic Manufacturing Service (EMS) business model to encompass product brand management, marketing and the sales and distribution of goods at the retail level. As such, the Company will continue to carry out its original design manufacturing (ODM) activities in China as well as the marketing, and the sales and distribution of the Air Purifier appliance in North America under the Licensed Brands.

In addition, the Licensing Arrangement will:

1. allow for the Company to have co-ownership of the intellectual property for the existing Air Purifier technology platform developed by WPI, and the future ownership of new product designs and configurations by the Company;
2. make market introduction of new models or series of the Licensed Product easier in the future as the Licensed Brands have an established market presence and customer brand loyalty;
3. provide an inroad for discussions with WPI for additional opportunities, such as the award of licenses for new geographical markets, and/or the introduction of new products under the air treatment category;
4. serve to showcase Group's brand management capabilities to other brand owners for the pursuit of new licensing opportunities; and
5. serves to demonstrate Group's product development capabilities to other customers, which will benefit its ODM business in the long run;

The Licensing Arrangement is not expected to have a material impact on the financial performance of the Group for the current financial period ending 31 March 2010 ("FY2010").

Acquisition

MBHK is a private company incorporated in Hong Kong on 7 May 2009 with an authorised and paid-up capital of HK\$10,000.00 divided into 10,000 ordinary shares of HK1.00 each. MBHK is a contracting party to the Licensing Arrangement. Through the Licensing Arrangement, MBHK holds the Licensed Product approved website domain under the Licensing Arrangement. MBHK's unaudited net tangible asset value as at 28 February 2010 is approximately HK\$26.30.

The Acquisition will allow the Company to gain immediate access of the approved web domain

require for the Licensing Arrangement and will minimise administration costs in the future.

The Acquisition is not expected to have any material effect on the net tangible assets and earnings per share of the Company for the financial year ending 31 March 2010.

Interest of Director and Substantial Shareholder

SEMK Master Brands and SEMK International USA are subsidiaries of The SEMK Group Limited which is owned by Mr Yeung Miu Choy and his family. Mr. Yeung Miu Choy is the uncle of our Executive Director and substantial shareholder, Mr Chow Kok Kit.

Save as disclosed above, none of our Directors, Executive officers and Controlling Shareholders or their associates has any interest, direct or indirect, in the Licensing Arrangement or the Acquisition.

By Order of the Board

Tse Chong Hing
Chairman