



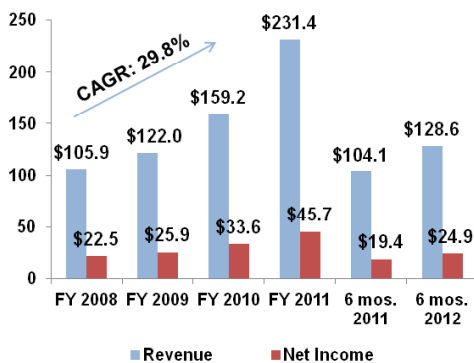
China Ceramics Co., Ltd

NasdaqGM: CCCL	FYE: Dec. 31
Price (9/17/12):	\$1.85
Primary Shares Outstanding*:	20.4 MM
Market Capitalization:	\$37.7 MM
Cash (June 30):	\$12.3 MM
Debt (June 30):	\$15.0 MM
Revenue (TTM June 30):	\$255.8 MM
Net Income (TTM June 30):	\$51.3 MM
Fully Diluted EPS (TTM June 30):	\$2.50
P/E Ratio:	0.74 x

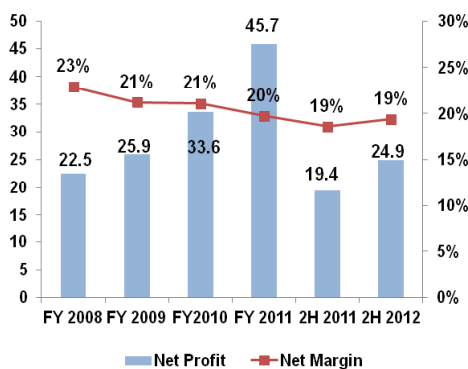
* We have 20.4M shares outstanding giving effect to the 2.2 million shares held in escrow and released on April 7, 2011 as part of a purchase agreement pay-out. CCCL has 2.75 million warrants outstanding with an exercise price of \$7.50, callable at \$14.25 (for 20 out of 30 trading days) and an expiration date of November 16, 2012.



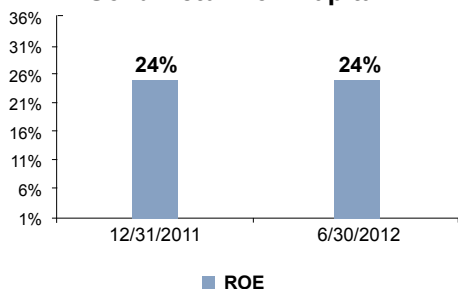
Revenue and Net Income



Strong Financial Margins



Solid Return on Capital



Company Description - China Ceramics Co., Ltd., is a leading manufacturer of ceramic tiles in China. The Company's ceramic tiles are used for exterior siding, interior flooring, and design in residential and commercial buildings. China Ceramics' products, sold under five different brands, namely "Hengda" or "HD", "Hengdeli" or "HDL", "TOERTO", "WULIQIAO" and "Da Tang Ceramic Capital". Products are available in over 2,000 styles, colors and sizes combinations and are distributed through a network of exclusive distributors or directly to large property developers.

Investment Highlights

Profitable and Rapidly Growing Business - China Ceramics' revenue reached \$255.8 million on a trailing 12 month basis, a compounded annual growth rate (CAGR) of 29.8% since 2008. Net income in the first half of 2012 was \$24.9 million, up 28.4% year-on-year from \$19.4 million in the same period last year. As a strategic move to increase its market share, the Company completed the capacity expansion of its Hengdali facility to 30 million square meters of ceramic tiles, up from 10 million square meters as of year end 2010. The Company's two facilities currently have an annual production capacity of ceramic tiles of 72 million square meters, out of which CCCL is utilizing production facilities capable of producing 56 million square meters per year.

Market leader in the Ceramics Tile Market in China - The Company is a leading ceramic tile manufacturer in China with economies of scale and scope that provides it with a sustainable competitive advantage. The Company has an established track record of more than 15 years in the ceramics industry. Its products are sold directly to a network of 40 exclusive distributors and to large real estate developers. Its top ten customers have worked with China Ceramics for approximately ten years.

Large and Rapidly Growing Market Opportunity - The historically unique urbanization trend in China is expected to benefit the building materials industry for years to come. In addition, the sector is expected to benefit from GDP per capita growth, increasing standards of living reflected in the demand for larger living space and Government sponsorship to provide affordable housing.

Focused Growth Strategy - The Company completed the expansion of its Hengda facility in 2011. The facility is now capable of producing 42 million square meters of ceramic tiles per year, up from 28 million square meters as of year-end 2010. Its Hengdali facility was expanded in 2011 and 2012 and is capable of produce 30 million square meters of ceramic tiles. The Company is currently utilizing production facilities at Hengdali capable of producing 14 million square meters per year and plans to increase plant utilization at Hengdali pending an improvement of business conditions in China. In aggregate, CCCL's two facilities have an annual production capacity of ceramic tiles of 72 million square meters, out of which plant facilities capable of producing 56 million square meters per year is being utilized.

Attractive Valuation - China Ceramics currently trades at a price-to-earnings multiple of 0.74x based on a share price of \$1.85 as of September 17, 2012.

Corporate Overview

China Ceramics is headquartered in the golden triangle of south Fujian province (with its address in the industrial zone of Anhai town, Jinjiang city). Founded in 1993, the Company now has a domestic sales network of 40 exclusive distributors. Approximately 7% of its products are exported to Japan, Korea, Philippines, Mongolia, Russia, Italy, United Kingdom, Turkey, Australia, Israel, Jordan and Iraq.

China Ceramics currently has two facilities, Hengda located in Jinjiang, Fujian Province and Hengdali in Gaoan, Jiangxi Province. Both locations are well known for their specific clay resources and are within the major ceramic tile manufacturing areas in China. The Company's two facilities currently have an annual production capacity of ceramic tiles of 72 million square meters, out of which CCCL is utilizing production facilities capable of producing 56 million square meters per year. The Company will continue to monitor the macroeconomic environment in China to determine when it would be prudent to bring online additional production capacity as business conditions dictate.

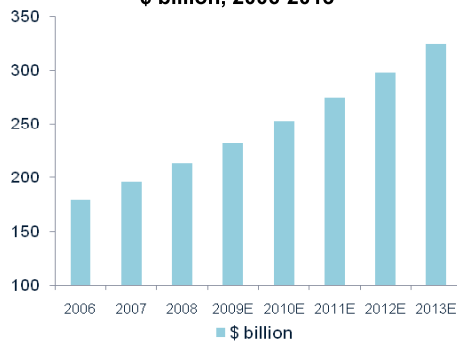


China Ceramics is one of only two China based members of the "Drafting Committee of the Ceramic Industrial Standard Association" for the exterior wall ceramic tile industry. The Company's products have many certificates and awards, including "ISO 14001-18001 Quality Management System", "National Inspection-Free Product", "3C Certification", "Environment-Friendly Building Materials" and "China Building Ceramic Well Known Brand". In October 2010, the Company's "Hengda" brands were awarded Asia's 500 Most Influential Brands of the Year 2010. In June 2011, Jinjiang Hengda Ceramics Co., Ltd., has been awarded one of China's 500 Most Valuable Brands as certified by the World Brand Laboratory ("WBL"). The Company was also recently named as a preferential provider of building materials for affordable housing by the China Building Materials Circulation Association.

Market Opportunity

As China has evolved from an agrarian society to an industrialized country, the urban population has increased from 459 million in 2000 to 666 million in 2010, representing an urbanization rate of 49.7%, still below many developing countries. Despite the significant increases of the past decade, the urbanization rate in China is expected to continue to expand. According to the McKinsey Global Institute, another 350 million people will be added to China's urban population by 2025. The per capita living space of the urban population in China grew to 33.6 square meters in 2009 from 17.8 square meters in 1990. It may have additional room to expand, as it remains below the 30-50 square meters in some European countries. An increase in urbanization and living space are expected to support the Chinese construction materials industry for many years into the future.

**China Construction Materials Market Value Forecast:
\$ billion, 2006-2013**



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Jinjiang is known as the exterior wall ceramic tile manufacturing center in China and manufacturers based there represent approximately 70% of China's output, according to the Fujian Ceramics Industry Association. The exterior ceramic tile industry in China is highly fragmented with no one manufacturer believed to have more than a 5% market share.

Products

Manufacturing Process





China Ceramics currently produces six types of ceramics tiles:

Porcelain is fired at extreme temperatures and is therefore stronger and harder than other types of ceramic tiles.

Glazed has a glossy finish and color patterns may be added to the exterior surface of the tile.

Glazed porcelain combines the advantages of porcelain and glazed, thus enabling the tiles to have a porcelain body with a stain-proof and glossy finish.

Rustic has greater versatility in their design as textures and colors can be added to their exterior surfaces and therefore can be used in more decorative situations.

Ultra-thin is only 4 mm thick, about half the thickness of traditional tiles. Due to its thinness, ultra-thin is more environmentally-friendly as the production process requires fewer raw materials and less energy.

Polished Glazed has a marble-like pattern and a glossy surface, which can be used as a substitute for marble or stone materials



■ R & D

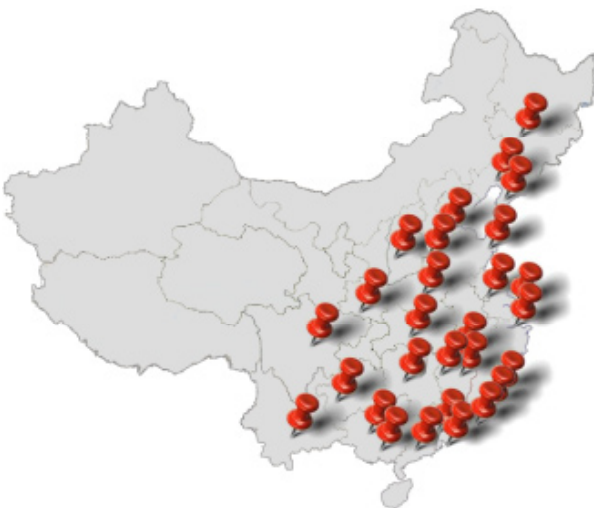
China Ceramics has devoted substantial resources to establishing research and development capabilities in an effort to improve its products and diversify its product mix. As of June 30, 2012, the Company has obtained 11 design patents and 4 utility patents. R&D is an integral component of the Company's culture and a key to its competitive advantage: R&D expenditures were \$3.0 MM for 1H2012 or 2.3% of revenue, a noteworthy figure for a company in the building materials sector.

The Company's R&D team focuses on new products as well as developing energy and resource efficient production methods. As of June 30, 2012 the team had 85 employees and its supervisor has more than 15 years of experience in the ceramics industry. The Company's R&D team also works with the Jingdezhen Ceramic Institute in China to innovate and develop new production processes and products.

■ Sales / Marketing

China Ceramics primarily sells its products through an exclusive distributor network and directly to property developers. Distributors are located in major cities such as; Shanghai, Beijing, Tianjin, Wuhan, Chengdu and Shenyang and other locations in China. As of June 30, 2012, the Company had 40 exclusive distributors, which established a large network in most provinces in China. China Ceramics has long-term relationships with its customers. The top ten customers have worked with China Ceramics for approximately ten years.

Ongoing contracts with large property developers in China, including Evergrande, China Resources Land, China SCE Property, China National Real Estate Development Group, Poly Real Estate, Wanda Group, Sany Group and Green Town.



■ Growth Strategy

Increase production capacity - In order to meet demand for China Ceramics' products, the Company acquired its Hengdali facility in Gaoan, Jiangxi Province in January 2010. Additional production lines have been added and are now operational which have increased capacity at Hengdali to 30 million square meters (MSM) as of the first quarter of 2012. Currently, 14 MSM of this amount are being utilized as business conditions related to real estate development and construction have softened. In total, the Company currently has a total production capacity of 72 MSM and is utilizing 56 MSM of annual capacity.

Further enhance China Ceramics' brand awareness - China Ceramics plans to further enhance brand awareness of its products in China with the objective of strengthening its image as the leader in the Chinese exterior ceramic tile industry. China Ceramics will continue to market its products to property developers and the construction industry, work with distributors on local marketing, attend both domestic and international fairs and promote its products through participation in strategic high-profile projects. China Ceramics believe that its vigorous branding and marketing initiatives will further increase its market share of the ceramic tile industry.

Expand sales distribution network and increase exports - China Ceramics intends to expand its distribution network to strengthen its position in key regions, such as Zhejiang, Anhui, Heilongjiang, Guizhou, Henan, Hebei, Shandong, Shanxi, Shaanxi, and Yunnan Provinces in China. China Ceramics believes that its Hengdali facility will better position the Company to expand into new markets and reach additional end customers as transportation and logistical costs of delivering products to these areas will be reduced. China Ceramics intends to increase the exported volume of its products by establishing relationships with additional Chinese trading companies and by promoting its products in regional and international trade shows.

Develop advanced products that meet evolving building construction requirements - China Ceramics is focusing its R&D initiatives on developing new products that both address and create market demand for advanced building materials and that meet or exceed evolving Government policies for energy efficiency. Specifically, the R&D effort is focused on tiles that:

- Reduce raw materials and energy consumption in the production process;
- Have a density less than half of other tiles;
- Reduce load bearing stress on exterior walls of buildings and decrease tile shedding; and
- Utilize a honeycomb structure which optimizes insulation performance.

In the second quarter of 2012, the Company experienced continued slowing demand. To mitigate these effects, the Company will maintain its currently wide range of product offerings and continue to augment it with new products from its R&D program, which has the potential to result in products that realize higher margins. The Company believes that a core competitive advantage is its ability to innovate and introduce new products into the product mix that it offers to its customers. China Ceramics' new plant facilities also offer new design and production capabilities as well as the ability to operate more efficiently.

Plant Expansion and Anticipated Capital Expenditures

<i>(All Capacity figures in Square Meters)</i>	Hengda	Hengdali	Total
Capacity as of Dec. 2010	28.0 M	10.0 M	38.0 M
2010 and 2011 Capacity Expansion	14.0 M	4.0 M	18.0 M
Total 2011 Capacity	42.0 M	14.0 M	56.0 M
2012 Capacity Expansion Built To Date		16.0 M	16.0 M
Total 2012 Capacity To Date	42.0 M	30.0 M	72.0 M
2012 Capacity - Currently Available	42.0 M	30.0 M	72.0 M
2012 Capacity - Currently Being Utilized (a)	42.0 M	14.0 M	56.0 M
<i>(a) The 16.0 MSM of available annual production to be utilized pending business conditions.</i>			
Additional Potential Capacity Expansion		14.0 M	
Potential Total Capacity (in Aggregate)	42.0 M	44.0 M	86.0 M
Est. Capital Exp. for Potential Expansion	Nil	\$38.0 M	\$38.0 M
Total Capital Expenditures in 2011	\$23.9 M	\$44.6 M	\$68.5 M
Total Capital Expenditures in 2012	Nil	TBD	TBD



Management Team

Huang Jia Dong - Chief Executive Officer - Huang Jia Dong founded China Ceramics Co., Ltd. in 1993 and serves as its Chief Executive Officer. Mr. Huang was previously involved in the construction material distribution business. Mr. Huang has been appointed as the Vice Chairman of Fujian Province Ceramic Industry Association since 2006 and the Executive Director of Jinjiang City Chamber of Import and Export Trade since 2007. Mr. Huang was retained as the Standards Development Expert by the Building Materials Association in December 2010. Mr. Huang has a Diploma in Corporate Management from Xiamen University.

Edmund Hen - Chief Financial Officer - Edmund Hen joined China Ceramics in 2008 as the Chief Financial Officer. Prior to joining China Ceramics, Mr. Hen was a Financial Controller of a switchgear manufacturer in Sichuan PRC and was the Accountant of Dickson Concepts (International) Ltd., a publicly listed company in Hong Kong. He also worked at a variety of international accountancy firms, including Deloitte Touche Tohmatsu from 1995 to 2001. Mr. Hen graduated from the University of East Anglia, United Kingdom, with a Bachelors in Science in 1995. He is an associate of both the Institute of Chartered Accountants in England and Wales and the Hong Kong Institute of Certified Public Accountants.

Su Pei Zhi - Sales Deputy GM and Director - Su Pei Zhi joined China Ceramics in 1993 and serves as its head of China Ceramics' sales and marketing team. Under the leadership of Mr. Su, China Ceramics has established a comprehensive national sales network including both distribution customers and property developer customers.

Su Wei Feng - General Legal Counsel and Secretary for the Company - Su Wei Feng joined China Ceramics in March 2007. He currently acts as General Legal Counsel and Secretary for the Company. Prior to working at China Ceramics, Mr. Su worked as a lawyer at Fujian Minrong Law Firm from 2005 to 2007. He graduated from the School of Law of Xiamen University in 2004.

Independent Directors

Paul K. Kelly - Paul Kelly serves as China Ceramics' Non-Executive Chairman of the Board. Mr. Kelly is the founder, president and CEO of Knox & Co. and Peers & Co., both international financial advisory firms focused on Asia. He is also the Chairman and CEO of the Westgate Group, Inc., a strategic advisory firm focusing on cross-border business opportunities for clients, with an emphasis on China and Asia. Mr. Kelly has served in senior management at a number of major investment banking firms and is currently on several Boards of prominent organizations.

Bill Stulginsky - Bill Stulginsky serves as an independent director and Audit Committee Chairman. Mr. Stulginsky retired as Partner from PricewaterhouseCoopers LLP in September 2009. He has over thirty six years of public accounting experience and was a Partner at PricewaterhouseCoopers and predecessor firms for twenty-four years prior to his retirement. He has a Bachelor of Science degree in Accounting from LaSalle University. Mr. Stulginsky is also on the Board of Directors of Fox Chase Cancer Center in Philadelphia and the Visiting Nurse Association of Greater Philadelphia (Board Chairman).

Cheng Davis - Cheng Davis serves as an independent director. Ms. Cheng is the special advisor to the president of the Teacher's College of Columbia University and University of Pennsylvania. She also served as the Vice Dean of International Programs and Development at the University of Pennsylvania Graduate School of Education (GSE International). She has advised at the highest levels of business, education and government agencies in China.

Weidong Ding - Weidong Ding serves as an independent director and head of the Compensation Committee and Nominations Committee. Mr. Ding has over 40 years of experience in the building materials industry. From 1997 to 2008, he was the President of China's Building Ceramics and Sanitaryware Industry Association.

Financial Highlights

Summary Balance Sheet

	30-June-12	31-Dec-11
in 000's of USD	USD	USD
Cash	12.3	6.7
Debt (Loan from Bank)	15.0	29.4
Total Working Capital	147.4	132.4
Shareholders' Equity	213.2	189.7
Days Sales Outstanding	109	93
Inventory Turnover	99	84
ROE (TTM)	24%	24%

For the six months ended

USD in thousands	30-Jun-12	30-Jun-11	2011	2010
Revenue	128,613	104,136	231,361	159,178
Cost of Sales	(90,401)	(72,178)	(158,887)	(108,682)
Gross profit	38,212	31,958	72,474	50,496
Selling and distribution expenses	(917)	(857)	(1,835)	(1,069)
Administrative expenses	(2,646)	(3,857)	(7,147)	(3,802)
Finance costs	(1,003)	(638)	(1,717)	(919)
Other income (expenses)	(76)	(162)	348	591
Profit before taxation	33,570	26,444	62,123	45,297
Income tax expense	(8,625)	(7,089)	(16,452)	(11,708)
Net Profit for the period	24,945	19,355	45,671	33,589
Attributable to:				
Shareholders of the Company				
EPS-Basic	1.22	1.06	2.24	2.53
EPS-Diluted	1.22	1.06	2.24	2.53
Shares used in calculating basic EPS				
Basic	20,430,838	18,254,002	20,430,838	13,292,189
Diluted	20,430,838	18,254,002	20,430,838	13,292,189

Notes: For statements of financial position data, translation of RMB into U.S. dollars has been made using historic spot exchange rates published by www.federalreserve.gov. For statements of comprehensive income data, translation of RMB into U.S. dollars has been made using the average of historical daily exchange rates. Such translations should not be construed as representations that RMB amounts could be converted into U.S. dollars at that rate or any other rate, or to be the amounts that would have been reported under IFRS.



China Ceramics Co., Ltd.

Edmund Hen, Chief Financial Officer
info@cceramics.com
 Junbing Industry zone, Anhai town, Jinjiang
 Fujian, PRC, 362261
<http://www.cceramics.com>

CCG Investor Relations

David Rudnick, Account Manager
 Tel: +1 646 626 4172
david.rudnick@ccgir.com
 Roger Ellis, Partner
 Tel: +1 310 954 1332
roger.ellis@ccgir.com

Business Risks and Forward-Looking Statements

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