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eprint GROUP LIMITED

eprint 集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1884)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that, based on the preliminary review of the management accounts of the Group for the six months ended 30 September 2014 and the preliminary assessment by the Company's management, the Group is expected to record an increase of approximately 30% or above in unaudited consolidated net profit for the six months ended 30 September 2014 as compared with the corresponding period in 2013.

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

This announcement is made by eprint Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (the “**Inside Information Provisions**”) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the management accounts of the Group for the six months ended 30 September 2014 and the preliminary assessment by the Company's management, the Group is expected to record an increase of approximately 30% or above in unaudited consolidated net profit for the six months ended 30 September 2014 as compared with the corresponding period in 2013. Such expected increase is mainly due to the decrease in the administrative expenses of the Company for the six months ended 30 September 2014 as a result of the absence of the listing expenses of the Company, which were incurred by the Group in the corresponding period in 2013.

The information contained in this announcement is only based on the preliminary review of the management accounts of the Group and the information currently available to the Board as at the date of this announcement and is not based on any figures or information which have been audited

or reviewed by the Company's auditor or the audit committee of the Company. Details of the Group's financial performance will be contained in the unaudited interim results of the Group for the six months ended 30 September 2014, which are expected to be published by the end of November 2014.

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

By Order of the Board
eprint Group Limited
Fung Hong Keung
Executive Director and Company Secretary

Hong Kong, 24 October 2014

As at the date of this announcement, the Board comprises three executive Directors, namely Mr. She Siu Kee William (Chairman), Mr. Tsui Pak Wai and Mr. Fung Hong Keung; four non-executive Directors, namely Mr. Lam Shing Kai, Mr. Leung Wai Ming, Mr. Leung Yat Pang and Mr. Chong Cheuk Ki and four independent non-executive Directors, namely Dr. Lung Cheuk Wah, Mr. Chan Chi Yu, Mr. Chi Man Shing Stephen and Ms. Luk Mei Yan.