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NEW CENTURY GROUP HONG KONG LIMITED

新世紀集團香港有限公司 *

(Incorporated in Bermuda with limited liability)

(Stock Code : 234)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a substantial increase of approximately 390% in profit attributable to owners of the Company for the six months ended 30 September 2014 as compared to that for 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 New Century Group Hong Kong Limited (the “Company” together with its subsidiaries, 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”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “SFO”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on preliminary management accounts of the Group and information currently available to the Company, the Group is expected to record a substantial increase of approximately 390% in profit attributable to owners of the Company for the six months ended 30 September 2014 as compared to that for the corresponding period in 2013. The expected substantial increase in profit was mainly attributable to (i) the gain on disposal of hotel business at Batam Resort (the details of which were set out in the announcement and the circular of the Company dated 23 May 2014 and 16 June 2014 respectively); and (ii) the fair value gains of the securities trading even though there were fair value losses on cruise ships. The information contained in this announcement is only based on the preliminary review on the management accounts of the

** For identification purpose only*

Group, which have not been audited or reviewed by the Company's auditors. The Company is in the process of finalising the 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.

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On behalf of the Board
Ng Wee Keat
Chairman

Hong Kong, 21 November 2014

As at the date of this announcement, the Board comprises Mr. Ng Wee Keat (Chairman), Ms. Sio Ion Kuan (Deputy Chairman), Ms. Ng Siew Lang, Linda (Chief Operating Officer), Ms. Lilian Ng, Ms. Chen Ka Chee and Mr. Yu Wai Man as executive directors and Mr. Cheung Chun Kwok, Mr. Kwan Kai Kin, Kenneth and Mr. Ho Yau Ming as independent non-executive directors.