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PARADISE ENTERTAINMENT LIMITED

滙彩控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1180)

PROFIT WARNING

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

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited management accounts of the Group, it is expected that the Group may record a loss for the six months ending 30 June 2015 as compared to the profit in the corresponding period in 2014.

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

The announcement is made by Paradise Entertainment Limited (the “**Company**”, together with its subsidiaries, collectively, 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 (“**SFO**”) (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited management accounts of the Group, it is expected that the Group may record a loss for the six months ending 30 June 2015 as compared to the profit in the corresponding period in 2014. The expected loss for the six months ending 30 June 2015 is mainly attributable to, including but not limited to: (i) a decrease in gross gaming revenue of the Group’s casino management business; and (ii) an increase in overall operating expenses, particularly on labour costs.

Notwithstanding the expected loss to be recorded for the six months ending 30 June 2015, the Group remains confident in its current business strategies. The Group will continue to optimize its cost structure to remain lean in the current weak operating environment in Macau. The Group is also expected to ramp-up its overseas gaming system market with machine installations in the second half of the financial year.

* For identification purpose only

The Company is still in the process of finalizing its interim results for the six months ending 30 June 2015. The information contained in this announcement is only based on the Company's preliminary review of the unaudited consolidated management accounts of the Group, which have not been reviewed or confirmed by the Company's auditors or audit committee and may be subject to adjustments.

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

By Order of the Board
Paradise Entertainment Limited
Stella Ho
Company Secretary

Hong Kong, 30 June 2015

As at the date of this announcement, the executive directors of the Company are Mr. Jay Chun (Chairman and Managing Director), Mr. Shan Shiyong, alias, Sin Sai Yung and Mr. Hu Liming and the independent non-executive directors of the Company are Mr. Kai-Shing Tao, Mr. Li John Zongyang and Ms. Tang Kiu Sam Alice.