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**英皇娛樂酒店有限公司\***  
**Emperor Entertainment Hotel Limited**  
*(Incorporated in Bermuda with limited liability)*  
**(Stock Code: 296)**

**PROFIT ALERT**

This announcement is made by Emperor Entertainment Hotel 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 and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on the preliminary review of the latest available financial information of the Group, the Group expects to record a significant decrease in consolidated net profit for the year ended 31 March 2016 (the “**Year**”) as compared with that of the year ended 31 March 2015.

Such decline in consolidated net profit was mainly attributable to:-

- (1) a loss on fair value change in investment properties and an impairment loss on prepaid lease payments, which caused by weakening market sentiment and continuous downturn of the property market in Macau. However, these two items are non-cash items and will not have direct impact on the operation of the Group;
- (2) an exchange loss on offshore traded Renminbi deposits held by the Group due to abrupt devaluation of Renminbi in the Year. Nevertheless, the impact of such exchange loss was partly mitigated by bank interest income; and
- (3) a moderate decline of revenue due to general economic downturn and softened gaming sentiment.

As the Group’s audited annual results for the Year have not yet been finalised, the information contained in this announcement is only a preliminary assessment by the management of the Company which is based on the latest financial information available to the management. Shareholders and potential investors are advised to refer to the annual results announcement of the Company for the Year which is expected to be released by end of June 2016.

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

By order of the Board  
**Emperor Entertainment Hotel Limited**  
**Luk Siu Man, Semon**  
*Chairperson*

Hong Kong, 29 April 2016

*\* for identification purpose only*

As at the date hereof, the Board comprises:

*Non-executive Director:* Ms. Luk Siu Man, Semon

*Executive Directors:* Mr. Wong Chi Fai  
Ms. Fan Man Seung, Vanessa

*Independent Non-executive Directors:* Ms. Chan Wiling, Yvonne  
Mr. Yu King Tin  
Ms. Kwan Shin Luen, Susanna