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英皇集團（國際）有限公司*
Emperor International Holdings Limited
(Incorporated in Bermuda with limited liability)
(Stock Code: 163)

PROFIT ALERT

This announcement is made by Emperor International Holdings 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 consolidated net loss for the year ended 31 March 2016 (the “**Year**”) as compared with a consolidated net profit for the year ended 31 March 2015.

Despite the above, the Group expects to record a significant increase in revenue for the Year which is attributable to the sales of properties. However, due to the weakening consumption market sentiment and recent downtrend of market rental of investment properties in prime locations, the assessment of market property valuation was downward adjusted, and hence, a significant net loss is expected as a result of fair value change in the Group’s investment properties. Such net loss on fair value adjustment is a non-cash item and will not have a direct impact on the cash flow of the Group. Excluding the effect of the fair value adjustment on investment properties, the consolidated core earnings for the Year is estimated to increase significantly compared with that of the year ended 31 March 2015.

As the Group’s audited annual results for the Year have not yet been finalized, 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 will 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 International Holdings Limited
Luk Siu Man, Semon
Chairperson

Hong Kong, 29 April 2016

** for identification purposes 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

Mr. Cheung Ping Keung

Independent Non-executive Directors:

Ms. Cheng Ka Yu

Mr. Wong Tak Ming, Gary

Mr. Chan Hon Piu