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ENTERPRISE DEVELOPMENT HOLDINGS LIMITED

企展控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1808)

PROFIT WARNING

This 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 Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review on the unaudited management accounts of the Group and information currently available to the Board, the Group is expected to record a substantial loss attributable to equity shareholders for the period ended 30 June 2016 as compared with the profit attributable to equity shareholders for the same period in 2015.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by Enterprise Development Holdings Limited (the “**Company**”, together with its subsidiaries collectively referred to as 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Reference was made to the announcement of the Company dated 5 July 2016 relating to inside information (the “**Announcement**”). Unless otherwise defined, capitalized terms used herein shall have the same meanings as those defined in the Announcement.

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review on the unaudited management accounts of the Group and information

currently available to the Board, the Group is expected to record a substantial loss attributable to equity shareholders for the period ended 30 June 2016 as compared with the profit attributable to equity shareholders for the same period in 2015. The substantial loss attributable to equity shareholders was mainly due to, including but not limited to, (i) the Group will recognize impairment on its Goodwill of approximately RMB86.9 million for the period; (ii) the Group will recognize impairment on its available-for-sale securities of approximately RMB40.4 million for the period; and (iii) the realized and unrealized gain on investments in listed financial assets at fair value through profit and loss is approximately RMB4.0 million for the six months ended 30 June 2016, which was RMB194.0 million for the corresponding period in 2015.

The Company is in the process of finalizing the consolidated results of the Group for the six months ended 30 June 2016. The information contained in this announcement is only based on a preliminary review of information currently available in preparation of the unaudited consolidated interim results of the Group for the six months ended 30 June 2016, which have not yet been finalized and will be subject to the review of the Company. Shareholders and potential investors are advised to read carefully the announcement of the results of the Group for the six months ended 30 June 2016 which is expected to be released on 31 August 2016.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Enterprise Development Holdings Limited
Lam Kai Tai
Chairman

Hong Kong, 26 August 2016

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Lam Kai Tai (Chairman), Mr. Kwok Ho On Anthony, Mr. Wang Jun and Mr. Wong Ho Sing, and three independent non-executive Directors, namely Mr. Yau Yan Ming Raymond, Ms. Hu Gin Ing and Mr. Liu Kam Lung.