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PROFIT ALERT

This announcement is made by Century City International Holdings Limited (the “Company”, and together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the 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 by management of the Company on the unaudited consolidated management accounts of the Group for the year ended 31st December, 2016, it is expected that the profit of the Group for the year ended 31st December, 2016 will be substantially higher than the profit attained for the preceding year.

The increased profit expected to be achieved by the Group for the year under review is primarily attributable to the profit on disposal by P&R Holdings Limited, a subsidiary of the Company, of a 50% equity interest in the companies holding a hotel located in To Kwa Wan, Kowloon during the year under review, details of which were contained in the joint announcement of the Company dated 28th December, 2016 and the circular of the Company dated 26th January, 2017.

This announcement is only based on the unaudited consolidated management accounts of the Group for the year ended 31st December, 2016. The audited consolidated financial statements of the Group for the year ended 31st December, 2016 are still being finalised. The final results announcement of the Group for the year ended 31st December, 2016 will be published on 27th March, 2017.

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

By Order of the Board
Century City International Holdings Limited
Eliza Lam Sau Fun
Secretary

Hong Kong, 23rd March, 2017

As at the date of this announcement, the Board comprises the following members:

Executive Directors:

Mr. LO Yuk Sui

(Chairman and Chief Executive Officer)

Mr. Jimmy LO Chun To *(Vice Chairman)*

Miss LO Po Man *(Vice Chairman)*

Mr. Kenneth NG Kwai Kai

(Chief Operating Officer)

Mr. Donald FAN Tung

Mr. Kelvin LEUNG So Po

Independent Non-Executive Directors:

Mr. Anthony CHUANG

Mr. NG Siu Chan

Mr. WONG Chi Keung