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eprint GROUP LIMITED

eprint 集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1884)

POSITIVE PROFIT ALERT

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 for the six months ended 30 September 2017 and information currently available to the Board, the Group is expected to record an increase of about 70% in the net profit attributable to the equity holders of the Company for the six months ended 30 September 2017 as compared with the corresponding period ended 30 September 2016.

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

This announcement is made by eprint Group 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).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) 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 for the six months ended 30 September 2017 and the information currently available to the Board, the Group is expected to record an increase of about 70% in the net profit attributable to the equity holders of the Company for the six months ended 30 September 2017 as compared with the corresponding period ended 30 September 2016. The Board considers that the increase was mainly due to improvement in operating results from e-banner segment, and absence of loss on disposal of financial assets.

As the Company is still in the process of finalising the unaudited consolidated interim results of the Group for the six months ended 30 September 2017, the information contained in this announcement is only based on the preliminary review and assessment by the Board of the unaudited management accounts of the Group and other information currently available, which have neither been reviewed by the audit committee of the Company nor audited or reviewed by the Company's auditors. The above information may be subject to further adjustments upon further review. Shareholders of the Company and potential investors are advised to read carefully the announcement of the interim results of the Group for the six months ended 30 September 2017 which is expected to be published in November 2017 in accordance with the Listing Rules.

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

By Order of the Board
eprint Group Limited
She Siu Kee William
Chairman

Hong Kong, 23 October 2017

As at the date of this announcement, the executive Directors are Mr. She Siu Kee William and Mr. Lam Shing Kai; the non-executive Directors are Mr. Leung Wai Ming, Mr. Chong Cheuk Ki and Mr. Deng Xiaen; and the independent non-executive Directors are Mr. Poon Chun Wai, Mr. Fu Chung and Mr. Ma Siu Kit.