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Sheen Tai Holdings Group Company Limited

順泰控股集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 01335)

POSITIVE PROFIT ALERT

This announcement is made by Sheen Tai Holdings Group Company Limited (the “**Company**”, and together with its subsidiaries, collectively 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 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2018 (the “**Period**”), the Group is expected to record a net profit for the Period as compared with a net loss for the corresponding period in 2017.

Based on the information currently available to the Company, the Board considers that the turnaround of the Group’s performance for the Period was primarily due to the reason that there is no change in the fair value of the convertible bonds to be issued by the Company (the “**Convertible Bonds**”) for the Period as compared with a fair value loss of approximately HK\$12.8 million of the Convertible Bonds for the corresponding period in 2017.

The Company is still in the process of finalising the Group’s unaudited interim results for the six months ended 30 June 2018. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the six months ended 30 June 2018, which have not yet been reviewed by the auditor of the Company or the audit committee of the Company and is subject to possible adjustments upon further review. Further information and other details of the Group’s financial performance for the six months ended 30 June 2018 will be announced in the forthcoming interim results announcement in August 2018.

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

By order of the Board
Sheen Tai Holdings Group Company Limited
Guo Yumin
Chairman

Hong Kong, 17 August 2018

As at the date of this announcement, the executive Directors are Mr. Guo Yumin, Ms. Xia Yu, and Mr. Zeng Xiangyang and the independent non-executive Directors are Ms. Fan Qing, Mr. Fong Wo, Felix and Mr. Lo Wa Kei, Roy.