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China.com Inc.

中華網科技公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8006)

**POSITIVE PROFIT ALERT
FOR THE SIX MONTHS ENDED 30 JUNE 2013**

This announcement is made by the Company pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that based on information currently available, the results of the Group for the six months ended 30 June 2013 is expected to record a significant increase in net profit as compared to the unaudited losses recorded with the corresponding period in 2012. The information contained in this announcement is only based on the preliminary assessment by the management of the Company of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2013 and is not based on any figure or information which has been audited or reviewed by the Company's auditors and/or Audit Committee.

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

This announcement is made by China.com Inc. (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "GEM Listing Rules") and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the "SFO").

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review and assessment by the Board of the unaudited consolidated management accounts of the Group and information currently available to the Board, the Group is expected to record a significant increase in net profit for the six months period ended 30 June 2013 (the “**2013 Interim Results**”) as compared to the unaudited losses recorded with the corresponding period in 2012.

The unaudited net profit expected to be recorded by the Group for the 2013 Interim Results is principally due to the following reasons:

1. investment income contributed by the capital interest in the New Horizon Capital, L.P. fund, one of the Group’s available-for-sale investments; and
2. a reduction in the administrative expenses.

This positive profit alert is solely based on the preliminary review and assessment by the Board of the unaudited consolidated management accounts of the Group for the 2013 Interim Results, which have neither been confirmed nor audited or reviewed by the Company’s auditor and/or Audit Committee, and information currently available to the Board. The Company expects to announce the Group’s unaudited 2013 Interim Results in the second week of August 2013.

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

On behalf of the Board
Wong Kwong Chi
Chief Executive Officer

Hong Kong, 25 July 2013

As at the date of this announcement, the directors of the Company are:

Executive Directors:

Mr. Chow Chi Wa, Mr. Huang Honghua and Mr. Xiao Hua

Non-Executive Directors:

Ms. Xu Yun and Mr. Mao Hongcheng (with Mr. Chen Mouhua as his alternate)

Independent Non-Executive Directors:

Ms. Peng Jiang, Mr. Zhu Xiangrong and Mr. Wu Guilong

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the

omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are found on bases and assumptions that are fair and reasonable.

This announcement will remain on the GEM website at www.hkgem.com on the “Latest Company Announcements” page for at least 7 days from the date of its posting and on the website of the Company at www.inc.china.com.