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北京北大青鳥環宇科技股份有限公司

BEIJING BEIDA JADE BIRD UNIVERSAL SCI-TECH COMPANY LIMITED

(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 08095)

POSITIVE PROFIT ALERT

This announcement is made by Beijing Beida Jade Bird Universal Sci-Tech Company Limited (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 (the "**GEM Listing Rules**") and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to record a significant increase in net profit for the nine months ended 30 September 2014 as compared to the net profit of the corresponding period ended 30 September 2013. The expected significant increase in net profit was mainly attributable to the gain of approximately RMB52.7 million arising from the disposal of certain available-for-sale financial assets held by the Group during the nine months ended 30 September 2014.

The information contained in this announcement is only based on a preliminary assessment by the management of the Company of the unaudited consolidated management accounts of the Group and is neither based on any figure or information audited by the auditors of the Company nor reviewed by the audit committee of the Company. The Company is in the process of finalising the unaudited consolidated financial results for the nine months ended 30 September 2014. Details of the Group's financial information and performance for the nine months ended 30 September 2014 will be disclosed in the forthcoming third quarterly results announcement of the Company, which is expected to be published on 14 November 2014.

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

By order of the Board
Beijing Beida Jade Bird Universal Sci-Tech Company Limited
Xu Zhendong
Chairman

Beijing, the PRC
5 November 2014

As at the date of this announcement, Mr. Xu Zhendong, Mr. Xu Zhixiang and Mr. Zhang Wanzhong are executive Directors, Mr. Zhang Yongli, Mr. Chen Zongbing and Ms. Zheng Zhong are non-executive Directors and Mr. Cai Chuanbing, Mr. Li Juncai, Mr. Shao Jiulin and Mr. Lin Yan are independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

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.jbu.com.cn".