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CHINA DIGITAL CULTURE (GROUP) LIMITED
中國數碼文化(集團)有限公司
(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)
(Stock Code: 8175)

POSITIVE PROFIT ALERT OF THE RESULTS FOR THE FIRST QUARTER OF 2016

This announcement is made by the China Digital Culture (Group) Limited (the "**Company**") 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 under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company is pleased to inform the shareholders of the Company and potential investors that based on the preliminary unaudited consolidated management accounts of the Company and its subsidiaries (collectively the "**Group**"), the Group expects to record a notable increase in net profit for the three months ended 31 March 2016 (the "**Relevant Period**") as compared to that of the same period in 2015.

Such increase in expected profit was mainly attributable to profit generated from the entertainment business following the acquisition of Dream World Holdings Limited which was completed on 14 January 2016.

This positive profit alert announcement is only based on preliminary assessment of the information currently available to the Company and the unaudited consolidated management accounts of the Group for the Relevant Period, which have not been confirmed or audited by the Company's auditors. The Company is in the process of finalizing the first quarterly results of the Group for the Relevant Period. Shareholders and potential investors are advised to read the Company's first quarterly results announcement for the three months ended 31 March 2016, which is expected to be published on 13 May 2016.

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

By Order of the Board
China Digital Culture (Group) Limited
Hsu Tung Sheng
Chairman

Hong Kong, 26 April 2016

As at the date of this announcement, the executive Directors are Mr. Hsu Tung Sheng, Mr. Hsu Tung Chi, Mr. Pang Hong Tao and Mr. Chang Ching Lien. The independent non-executive Directors are Mr. Wong Tak Shing, Mr. Kwok Chi Sun, Vincent and Mr. Gou Yanlin.

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: (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 founded on bases and assumptions that are fair and reasonable.

This announcement will remain on GEM website 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 http://www.cdculture.com.