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中國創意
Creative China

Creative China Holdings Limited
中國創意控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8368)

PROFIT WARNING

This announcement is made by Creative China Holdings 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 ("**GEM**") 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, Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2017 and the information currently available to the Board, the Group expects to record a significant increase in loss for the year ended 31 December 2017 as compared to the loss for the the year ended 31 December 2016 and a further deterioration from the loss recorded during the third quarterly period of 2017. The main reasons of the increase in loss is similar to the reasons for the recorded loss during the third quarterly period: (i) the decrease in turnover because certain customers had reduced the cooperations in program production with the Group; (ii) the mobile live broadcasting and e-commerce business, which continues to face a challenging outlook and requires continual deployment of resources to develop new contents to attract users and therefore the Group incurred higher content production costs, network operating costs and marketing expenses; and (iii) the Group incurred more cost on marketing and customer supporting services to stimulate the development and increase the market share of entertainment contents on demand system business.

The auditor of the Company is still in the process of auditing the Group's consolidated management accounts for the year ended 31 December 2017 and such consolidated management accounts have not yet been reviewed by the audit committee of the Board. The information contained in this announcement is only based on the preliminary assessment made by the management of the Company with reference to the preliminary unaudited consolidated management accounts and information currently available and may be subject to adjustment and pending for finalisation. Details of the Group's financial information and performance will be disclosed when the Group's annual results for the year ended 31 December 2017 are published by the end of March 2018.

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

By order of the Board
Creative China Holdings Limited
Philip Jian Yang
Chairman & Executive Director

Hong Kong, 1 February 2018

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Philip Jian Yang, Mr. Yang Shiyuan and Ms. Yang Jianping as executive directors; Mr. Ge Xuyu and Mr. Wang Yong as non-executive directors; and Mr. Li Fei, Mr. Law Kin Ho and Mr. Tan Song Kwang as 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 matters the omission of which would make any statement in this announcement misleading.

This announcement will remain on GEM website at www.hkgem.com on the "Latest Company Announcements" page for at least seven days from the date of its publication and will be published on the website of the Company at www.ntmediabj.com.