

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Ceneric (Holdings) Limited **新嶺域（集團）有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 542)

PROFIT WARNING

This announcement is made by Ceneric (Holdings) Limited (the “Company”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities of The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance.

The Board of Directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that it is now expected that the results of the Company and its subsidiaries (the “Group”) for the year ended December 31, 2013 may show a loss. Such loss was mainly due to (i) the drop in revenue income for the year of 2013 because the Group on 6 November 2012 disposed its travel business which previously shared substantial amount of the Group’s revenue income, (ii) the revenue and profit contribution from the Group’s Property Development Segment was at a low level, and (iii) the increase in administrative expenses for the year of 2013 as compared to those for 2012.

The Company is in the process of preparing the Group’s results for the year ended December 31, 2013. The information contained in this announcement is only based on the Board’s preliminary assessment in accordance with the unaudited consolidated management accounts of the Group for the year ended December 31, 2013. It is not based on any financial data or information that has been audited or reviewed by the Company’s auditor and is subject to finalisation and necessary adjustments. The Company expects to announce its consolidated results for the year ended December 31, 2013 on March 28, 2014.

In the meantime, shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Ceneric (Holdings) Limited
CHI Chi Hung, Kenneth
Executive Director

Hong Kong, 26 March 2014

As at the date of this announcement, the Board comprises Mr. CHENG Wai Lam, James, Mr. CHI Chi Hung, Kenneth, Mr. HUANG Zhenda, Mr. YEUNG Kwok Leung and Mr. LEE Kuang Yeu being the Executive Directors; and Ms. CHAN Hoi Ling, Ms. SO Wai Lam and Mr. SUNG Yat Chun, being the Independent Non-Executive Directors.