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PROSPERITY INTERNATIONAL HOLDINGS (H.K.) LIMITED

昌興國際控股(香港)有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 803)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that based on the information currently available to the Company and the preliminary assessment by the Company's management with reference to the unaudited management accounts of the Group for the year ended 31 March 2014, the annual results for the year ended 31 March 2014 have improved significantly and the Group is expected to record a net profit as compared with a loss of approximately HK\$318 million for the year ended 31 March 2013.

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

This announcement is made by Prosperity International Holdings (H.K.) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the information currently available to the Company and the preliminary assessment by the Company's management with reference to the unaudited management accounts of the Group for the year ended 31 March 2014, the annual results for the year ended 31 March 2014 have improved significantly and the Group is expected to record a profit as compared with a loss of

* For identification purpose only

approximately HK\$318 million for the year ended 31 March 2013. The turnaround is primarily attributable to: (i) the handover of the residential units of Oriental Landmark and the recognition of the relevant sales income for the year ended 31 March 2014; (ii) the gain on disposal of a jointly controlled entity and an associated company; and (iii) the fair value gain on investment properties and investment properties under development.

This announcement is only based on the information currently available to the Company and the preliminary assessment by the Company's management with reference to the unaudited management accounts of the Group for the year ended 31 March 2014, which have not been confirmed nor audited by the Company's auditors. Further details of the Group's performance will be disclosed in the annual results announcement of the Group which are expected to be announced in late June 2014.

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

By order of the Board
Prosperity International Holdings (H.K.) Limited
Wong Ben Koon
Chairman

Hong Kong, 12 June 2014

As at the date of this announcement, the executive Directors are Mr. Wong Ben Koon (Chairman), Mr. Sun Yong Sen (Deputy Chairman), Mr. Zhu Kai (Deputy Chairman), Dr. Mao Shuzhong (Chief Executive Officer), Mr. Wu Likang, Ms. Gloria Wong and Mr. Kong Siu Keung. The non-executive Director is Mr. Liu Yongshun and the independent non-executive Directors are Mr. Yuen Kim Hung, Michael, Mr. Yung Ho, Mr. Chan Kai Nang and Mr. Ma Jianwu.