

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



RICHLY FIELD

RICHLY FIELD CHINA DEVELOPMENT LIMITED

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 313)

PROFIT ALERT

This announcement is made by Richly Field China Development Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited management information of the Group currently available to the Board, despite the Group continued to record an operating loss, the Group is expected to record a profit attributable to Shareholders for the six months ended 30 September 2014 (the “**Interim Period**”), a turn from loss to profit, as compared with the loss of approximately HK\$70 million recorded for the corresponding period in 2013. The expected profit for the Interim Period is mainly attributable to (i) share of profit of King Future Limited (“**King Future**”) amounting to approximately HK\$68 million; and (ii) a gain of approximately of HK\$11 million in change in fair value of business combination, as a result of the completion of acquisition of 60% issued share capital of King Future.

The information contained in this announcement is only based on a review by the Group’s management on the preliminary management information of the Group and the information currently available is subject to possible adjustments following further internal review by the independent auditors of the Company. The interim results announcement of the Company for the Interim Period is expected to be announced by the end of November 2014.

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

By Order of the Board
Richly Field China Development Limited
Ma Jun
Chairman

Hong Kong, 25 November 2014

As at the date of this announcement, the Board comprises Mr. Ma Jun (Chairman) and Mr. Xin Songtao and Mr. Li Yi Feng as executive Directors, Mr. Chen Wei as a non-executive Director and Ms. Hsu Wai Man, Helen, Mr. Chau Shing Yim David and Mr. Xu Jinghong as independent non-executive Directors.