

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.



JOY CITY PROPERTY LIMITED
大悅城地產有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 207)

PROFIT WARNING

This announcement is made by Joy City Property 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 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 “**SFO**”).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors of the Company that, based on its preliminary review of the unaudited consolidated management accounts of the Group for the five months ended 31 May 2015 and other information currently available, the Group is expected to record a substantial decline in profit for the six months ended 30 June 2015 as compared to that for the corresponding period in the previous year. Such expected decline in profit was mainly attributable to (i) the expected lesser increase in the fair value of the Group’s investment properties for the six months ended 30 June 2015 as compared to that for the corresponding period in the previous year; (ii) the decrease in revenue from the sales of the properties during the first half of 2015 which was due to the decrease in the total gross floor area sold and delivered by the Group; and (iii) the revenue generated from the Group’s newly operated hotels is yet to cover the relevant costs and expenses as the hotels are still operating in their early development stage.

Notwithstanding the above factors which are expected to have a negative impact on the Group’s profit for the six months ended 30 June 2015, the operating results of the Group’s principal business of the development, operation, leasing and management of mixed-use complexes and commercial properties had attained a reasonable growth. The Board considers that the overall financial position and operations of the Group remain sound and healthy.

The information contained in this announcement is only based on a preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the five months ended 31 May 2015 and other information currently available, which will be subject to final review by the Company’s auditors or its audit committee, and may be subject to adjustments. Detailed financial information of the Group for the six months ended 30 June 2015 will be published in due course pursuant to the requirements of the Listing Rules.

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

By Order of the Board
Joy City Property Limited
ZHOU Zheng
Chairman

PRC, 10 July 2015

As at the date of this announcement, the Board comprises Mr. ZHOU Zheng and Mr. HAN Shi as executive Directors; Mr. MA Jianping, Mr. MA Wangjun, Ms. JIANG Hua and Ms. WU Xiaohui as non-executive Directors; and Mr. LAU Hon Chuen, Ambrose, GBS, JP, Mr. LAM Kin Ming, Lawrence and Mr. WU Kwok Cheung, MH as independent non-executive Directors.