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星美控股

SMI HOLDINGS GROUP LIMITED

星美控股集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 198)

POSITIVE PROFIT ALERT

This announcement is made by SMI Holdings Group 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company would like to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on information currently available to the Board, the Group is expected to record a substantial increase profit for the six months ended 30 June 2015 over the corresponding period ended 30 June 2014. Such profit is mainly due to the prosperous development of the movie market in Mainland China, the further market sharing improvement of the Group’s channel business and the innovation of business models.

The Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2015. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts for the six months ended 30 June 2015 and information currently available to the Board which has not been audited or reviewed by the auditors. Further details of the Group’s financial information for the six months ended 30 June 2015 will be disclosed in the unaudited interim results announcement, which are expected to be published by the end of August 2015.

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 of
SMI Holdings Group Limited
CHENG Chi Chung
Executive Director and Chief Executive Officer

Hong Kong, 17 August 2015

As at the date of this announcement, the executive Directors are Mr. CHENG Chi Chung, Mr. YANG Rongbing and Mr. ZHOU Lin. The non-executive Directors of the Company are Mr. ZHANG Yongdong and Mr. LI Xuan. The independent non-executive Directors are Mr. PANG Hong, Mr. LI Fusheng and Mr. KAM Chi Sing.