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20 years, young HC!

HC INTERNATIONAL, INC.

慧聪网有限公司*

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8292)

POSITIVE PROFIT ALERT

This announcement is made by HC International, Inc. (the “Company” and together with its subsidiaries, the “Group”) pursuant to Part XIVA of the Securities and Futures Ordinance and Rule 17.10(2)(a) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “GEM Listing Rules”).

The board (the “Board”) of directors (the “Directors”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record an increase of over 140% in the profit attributable to equity holders of the Company for the nine months ended 30 September 2013 as compared to the corresponding period in 2012. Based on the information currently available, the Board believes that the said increase is attributable to, among other things, the increasing number of fee-paying users and expansion of coverage of customer base of the Group on-line services/products as compared to that of the corresponding period in 2012.

As the Company is still in the process of preparing the results for the nine months ended 30 September 2013, information contained in this announcement is only based on a preliminary assessment of the unaudited management accounts of the Group and information currently available. It is not based on any data or information being audited or reviewed by the auditors of the Company.

Further information and other details of the Group’s financial performance for the nine months ended 30 September 2013 will be disclosed in the forthcoming quarterly results announcement in due course.

Shareholders of the Company and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
HC International, Inc.

Guo Jiang

Chief Executive Officer and Executive Director

Beijing, the People’s Republic of China, 31 October 2013

* *For identification purposes only*

As at the date of this announcement, the Board comprises:

Mr. Guo Fansheng (*Executive Director and Chairman*)
Mr. Guo Jiang (*Executive Director and Chief Executive Officer*)
Mr. Lee Wee Ong (*Executive Director and Chief Financial Officer*)
Mr. Li Jianguang (*Non-executive Director*)
Mr. Guo Wei (*Non-executive Director*)
Mr. Zhang Ke (*Independent non-executive Director*)
Mr. Xiang Bing (*Independent non-executive Director*)
Mr. Zhang Tim Tianwei (*Independent non-executive Director*)

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquires, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the pages of “Latest Company Announcements” on the Growth Enterprise Market website at <http://www.hkgem.com> for at least 7 days from the date of its posting and the Company’s website at <http://www.hcgroup.com>.