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## **INSIDE INFORMATION AND PROFIT WARNING ANNOUNCEMENT**

### **PROFIT WARNING**

The board of directors of the Company wishes to inform the shareholders of the Company and potential investors that based on a preliminary review on the Group's unaudited consolidated financial statements for the three months ended 31 March 2014, the Group is expected to record a material reduction in net profit for the three months ended 31 March 2014 as compared to that for the corresponding period in 2013.

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

This announcement is made by U Banquet Group Holding Limited 譽宴集團控股有限公司 (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10(2) 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**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571) of the Laws of Hong Kong (the “**SFO**”).

## **PROFIT WARNING**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on a preliminary review on the Group’s unaudited consolidated financial statements for the three months ended 31 March 2014, the Group is expected to record a material reduction in net profit for the three months ended 31 March 2014 as compared that for the corresponding period in 2013.

The Board considers that the decrease in the unaudited consolidated net profit for the three months ended 31 March 2014 was mainly due to the reasons that:

- (i) the number of wedding banquet services contracts for the three months ended 31 March 2014 decreased as compared to the same period in 2013, mainly because the low season in 2013 started in mid-February while that in 2014 started in late January. Since the profit margin from provision of wedding banquet services is normally higher than that from dining services, overall profit margin of restaurant operation decreased significantly;
- (ii) consultancy service fees were incurred by the Group for the three months ended 31 March 2014 while no such expenses was incurred for the corresponding period in 2013; and
- (iii) certain administration expenses were incurred by the Group related to the listing of the Company’s shares on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited and there were increase of other expenses rising from a newly opened restaurant – U Banquet (Sino Plaza) for the three months ended 31 March 2014 while no such expenses were incurred for the corresponding period in 2013.

The Company has yet to finalise its unaudited consolidated financial results for the three months ended 31 March 2014. Information contained in this announcement is only based on a preliminary review of the unaudited consolidated financial statements of the Group and information currently available. It is not based on any data or information being confirmed or reviewed by the Company’s Audit Committee or auditors.

Further information and other details of the Group's financial performance for the three months ended 31 March 2014 will be announced in the forthcoming first quarterly results announcement which is expected to be released in May 2014.

**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  
**U Banquet Group Holding Limited**  
**Cheung Ka Ho**  
*Chairman and Executive Director*

Hong Kong, 30 April 2014

*As at the date of this announcement, the executive Directors are Mr. Cheung Ka Ho, Mr. Cheung Ka Kei and Mr. Kan Yiu Pong; the independent Non-executive Directors are Mr. Chung Kong Mo JP, Ms. Wong Tsip Yue Pauline and Mr. Wong Sui Chi.*

*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 enquiries, 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 website of The Stock Exchange of Hong Kong Limited at [www.hkexnews.hk](http://www.hkexnews.hk) and on the "Latest Listed Company Information" page for at least 7 days from the date of its posting. This announcement will also be published on the website of the Company at [www.u-banquetgroup.com](http://www.u-banquetgroup.com).*