HAICHANG HOLDINGS LTD.
海昌控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2255)

POSITIVE PROFIT ALERT

This announcement is made by Haichang Holdings Ltd. (the "**Company**" together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) 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 of the Company (the "**Board**") wishes to inform the shareholders of the Company and potential investors that, based on a preliminary assessment of the Group's unaudited management accounts for the six months ended 30 June 2014 and information currently available to the Board, the consolidated profit before tax of the Group for the six months ended 30 June 2014 will record a significant increase as compared to the consolidated profit before tax for the corresponding period in 2013. The Group is expected to have a consolidated profit before tax of not less than RMB90,500,000 for the six months ended 30 June 2014 (the unaudited consolidated loss before tax of the Group for the six months ended 30 June 2013 was approximately RMB32,258,000). As far as the directors of the Company are aware, the increase was primarily attributable to the Group's enhanced brand name promotion, flexible marketing strategies, expanded marketing channels and established extensive cooperation with reputable online travel agencies in the PRC and new media. Meanwhile, the increase was also attributable to the facts that the tourism market in the PRC is growing steadily and the Group is benefiting from the more established ancillary commercial properties leasing business and the more optimised debt structure of the Group.

As the Company is still in the process of finalizing the interim results for the six months ended 30 June 2014, the information contained in this announcement is only based on the preliminary assessment by the Company's management according to the unaudited management accounts of the Group and information currently available to the Board and such information or figures have not been audited or reviewed by the auditors or the audit committee of the Company. It is, therefore, subject to finalization and necessary adjustments. Shareholders of the Company and potential investors should read the Group's interim financial results announcement for the six months ended 30 June 2014 carefully, which is expected to be published in August 2014.

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

On behalf of the Board
Haichang Holdings Ltd.
Wang Xuguang
Executive Director and Chief Executive Officer

Dalian, the PRC, 10 July 2014

As at the date of this announcement, the executive directors of the Company are Mr. Wang Xuguang, Mr. Zhao Wenjing and Mr. Qu Naiqiang; the non-executive directors of the Company are Mr. Qu Naijie, Mr. Makoto Inoue and Mr. Yuan Bing; and the independent non-executive directors of the Company are Mr. Fang Hongxing and Mr. Sun Jianyi.