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AUPU

AUPU GROUP HOLDING COMPANY LIMITED
奧普集團控股有限公司

(Incorporated in the Cayman Islands as an exempted company with limited liability)

(Stock Code: 00477)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that the Group is expected to record a significant increase in the amount of profit for the six months ended 30 June 2014 as compared to the amount of the corresponding period in 2013.

The information contained in this announcement is only a preliminary assessment by the Group based on the latest unaudited management accounts of the Group for the six months ended 30 June 2014, which have not been confirmed and audited by the Company's auditor and may be subject to adjustments.

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

This announcement is made by AUPU Group Holding Company Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing of the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined in 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 (the "**Shareholders**") and potential investors that based on the information currently available to the Company and the preliminary assessment by the Company's management with reference to the latest unaudited management

accounts of the Group for the six months ended 30 June 2014, it is expected that the interim results for the six months ended 30 June 2014 of the Group will record a significant increase in profit as compared to the amount of the corresponding period in 2013. Improvement in the results of the Group is mainly attributable to the reform in operating mechanism and the reorganization of distribution channels. It leads to the drastic increase in sales volume which resulted in a large scale increase in profit.

The Group is still in the process of finalizing its interim results for the six months ended 30 June 2014. The information contained in this announcement is only a preliminary assessment by the Group based on the latest unaudited management accounts of the Group for the six months ended 30 June 2014, which have not been confirmed nor audited by the Company's auditor and may be subject to adjustments. Shareholders and potential investors are advised to read carefully the interim results announcement for the six months ended 30 June 2014, which is scheduled to be published before the end of August 2014.

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

By Order of the Board
AUPU Group Holding Company Limited
Fang James
Chairman

Hong Kong, 11 July 2013

As at the date hereof, the executive directors of the Company consists of Mr. Fang James and Mr. Fang Shengkang; the non-executive directors are Mr. Lin Xiaofeng and Lu Songkang; the independent non-executive directors are Mr. Wu Tak Lung, Mr. Cheng Houbo and Mr. Shen Jianlin.