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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)

RISING IN SALES AMOUNT FOR THE TEN MONTHS ENDED 31 OCTOBER 2014

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 unaudited sales of the Group for the ten months ended 31 October 2014 was approximately RMB625,880,000, representing an increase of about 23% as compared to the amount of the corresponding period in 2013.

The information contained in this announcement is merely a preliminary assessment by the Company based on its latest unaudited management accounts of the Group for the ten months ended 31 October 2014, which have not been confirmed or 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 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 its latest unaudited management accounts of the Group for the ten months ended 31 October 2014, the sales of the Group for the ten months ended 31 October 2014 was approximately RMB625,880,000, representing an increase of about 23% as compared to the amount of the corresponding period in 2013.

The Board also wishes to advise that the increase in sales for the ten months ended 31 October 2014 may be caused by the launching of spring and autumn promotion campaigns during the periods from March 2014 to May 2014 and from August to October 2014. The sales of the Group after October 2014 may be affected because certain amount of sales that should be realised after October 2014 may be realised earlier during and as a result of the promotion campaigns.

The information as contained in this announcement is merely a preliminary assessment by the Company based on its latest unaudited management accounts of the Group for the ten months ended 31 October 2014, which have not been confirmed or 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.

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

Hong Kong, 12 November 2014

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