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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 expects to record a significant increase in profit attributable to owners of the Company for the year ended 31 December 2014 as compared to that of the year ended 31 December 2013. The Board believes that the said increase is mainly attributable to the increase in sales during the year.

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 year ended 31 December 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 year ended 31 December 2014, the Group expects to record a significant increase in profit attributable to owners of the Company for the year ended 31 December 2014 as compared to that of the year ended 31 December 2013. The Board believes that the said increase is mainly attributable to the increase in the sales during the year ended 31 December 2014.

The Group is preparing and finalizing the annual results for the year ended 31 December 2014. The information contained in this announcement is merely a preliminary assessment by the Group based on its latest unaudited management accounts of the Group for the year ended 31 December 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 read carefully the annual results announcement for the year ended 31 December 2014, which is scheduled to be published before the end of March 2015.

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, 13 January 2015

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 Mr. Lu Songkang; the independent non-executive directors are Mr. Wu Tak Lung, Mr. Shen Jianlin and Mr. Gan Weimin.