KITH HOLDINGS LIMITED
僑威集團有限公司*

(Incorporated in Bermuda with limited liability)
(Stock code: 1201)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the shareholders of the Company and potential investors that, based on information currently available to the Company, the financial results of the Group for the Year ended 31 December 2014 are expected to record a profit as compared with a loss for the corresponding period of 2013.

The information contained in this announcement is based on the information currently available and is not based on any figures or information audited or reviewed by the Company's auditors.

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

This announcement is made by Kith Holdings Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance.

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company and potential investors that, based on information currently available to the Company, the financial results of the Group for the year ended 31 December 2014 (the "**Year 2014**") are expected to record a profit as compared with a loss for the year ended 31 December 2013 (the "**Year 2013**").

The turnaround to profitability of the Group's result is primarily attributable to the combined effects of (i) one-off loss incurred in the Year 2013 attributable to the disposal of an associate and discontinued business; and (ii) the one-off gain from deconsolidation of the financial results and position as a results of winding up of certain subsidiaries of the Group in the Year 201;. and (iii) the significant reduction in impairment loss on various assets in the Year.

The information contained in this announcement is only based on the information currently available to the Board and is not based on any figures or information audited or reviewed by the Company's auditors. The annual results of the Group for the Year 2014 are expected to be released by the end of March 2015. Shareholders and potential investors are advised to read the results announcement and annual report of the Company when it is published.

GENERAL

As at the date of this announcement, the board of Directors of the Company comprises Mr. Zhou Jin, Mr. Tao Fei Hu, Mr. Wang Feng Wu, Ms. Cheng Hung Mui, Mr. Zhang Xiaofeng, Mr. Liu Qingchang, Mr. Wei Ren and Mr. Liu Shihong as executive Directors, Mr. Guo Min and Ms. Connie Xiaohua Zhang as non-executive Directors, Mr. Ho Chun Chung, Patrick as independent non-executive Director.

At the request of the Company, trading in the Shares on the Stock Exchange was halted with effect from 9:00 a.m. on 18 December 2013. Trading in the Shares will remain suspended until further notice.

For and on behalf of the board of
Kith Holdings Limited
Zhang Xiaofeng
Director

Hong Kong, 13 March 2015

* *For identification purpose only*