CENERIC (HOLDINGS) LIMITED
新 嶺 域（集 團）有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 542)

2015 INTERIM RESULTS ANNOUNCEMENT

The Board of Directors (the "Board") of Ceneric (Holdings) Limited (the "Company") is pleased to present the unaudited consolidated results of the Company and its subsidiaries (the "Group") for the six months ended 30 June 2015 together with the comparative figures for the corresponding period in 2014 as follows:

CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

		For the six months ended 30 June	
		2015	2014
	Note	***HK$'000***	*HK$'000*
		(Unaudited)	(Unaudited)
REVENUE	*5*	**46,728**	29,039
Cost of sales	*7*	**(4,168)**	(8,164)
Gross profit		**42,560**	20,875
Other income	*6*	**18,337**	17,700
Selling expenses		**(221)**	(236)
Administrative expenses		**(53,692)**	(37,130)
Finance costs	*7*	**(20,896)**	(5,486)
LOSS BEFORE TAX	*7*	**(13,912)**	(4,277)
Income tax (expenses)/credit	*8*	**(4,437)**	436
LOSS FOR THE PERIOD		**(18,349)**	(3,841)
Attributable to:			
Owners of the Company		**(16,992)**	(4,163)
Non-controlling interests		**(1,357)**	322
		(18,349)	(3,841)
LOSS PER SHARE			
— Basic	*9*	**HK$ (0.88 cents)**	HK$ (0.22 cents)
— Diluted		**HK$ (0.88 cents)**	HK$ (0.22 cents)

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	For the six months ended 30 June	
	2015	2014
	HK$'000	*HK$'000*
	(Unaudited)	(Unaudited)
Loss for the period	**(18,349)**	(3,841)
OTHER COMPREHENSIVE INCOME:		
Items that may be subsequently reclassified to profit or loss:		
Changes in fair value of available-for-sale financial assets	**(11,532)**	(6,394)
Exchange differences arising on translation of foreign operations	**(64)**	(6,787)
Other comprehensive loss for the period, net of tax	**(11,596)**	(13,181)
Total comprehensive loss for the period	**(29,945)**	(17,022)
Attributable to:		
Owners of the Company	**(28,588)**	(17,344)
Non-controlling interests	**(1,357)**	322
	(29,945)	(17,022)

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	Note	**At 30 June 2015** **HK$'000** **(Unaudited)**	At 31 December 2014 *HK$'000* (Audited)
NON-CURRENT ASSETS			
Property, plant and equipment		**815,749**	853,755
Prepaid land lease payments		**62,883**	63,910
Licensing rights		**83,831**	87,691
Available-for-sale financial assets	*10*	**–**	17,183
Pledged bank balances		**1,440**	1,845
Deferred tax assets	*11*	**6,026**	14,972
TOTAL NON-CURRENT ASSETS		**969,929**	1,039,356
CURRENT ASSETS			
Properties held for sale under development		**70,954**	70,201
Properties held for sale		**8,527**	9,083
Inventories		**354**	364
Trade receivables	*12*	**1,474**	6,813
Prepayments, deposits and other receivables		**26,764**	5,163
Cash and cash equivalents		**76,770**	67,454
TOTAL CURRENT ASSETS		**184,843**	159,078
TOTAL ASSETS		**1,154,772**	1,198,434
CURRENT LIABILITIES			
Trade payables, other payables and accruals	*13*	**26,131**	21,403
Finance lease payables		**54**	65
Loan and borrowings — due within one year	*14*	**43,066**	39,078
Other borrowing	*15*	**4,000**	4,000
TOTAL CURRENT LIABILITIES		**73,251**	64,546
NET CURRENT ASSETS		**111,592**	94,532

	Note	At **30 June** **2015** ***HK$'000*** **(Unaudited)**	At 31 December 2014 *HK$'000* (Audited)
NON-CURRENT LIABILITIES			
Loan and borrowings — due after one year	*14*	**99,864**	127,551
Bonds	*16*	**260,961**	251,505
Deferred tax liabilities	*11*	**109,227**	113,709
TOTAL NON-CURRENT LIABILITIES		**470,052**	492,765
NET ASSETS		**611,469**	641,123
Share capital	*17*	**19,316**	19,316
Reserves		**523,604**	552,101
Equity attributable to owners of the Company		**542,920**	571,417
Non-controlling interests		**68,549**	69,706
TOTAL EQUITY		**611,469**	641,123

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the six months ended 30 June 2015

	Attributable to owners of the Company									
	Share capital HK$'000 (Unaudited)	Share premium account HK$'000 (Unaudited)	Foreign currency translation reserve HK$'000 (Unaudited)	Capital reduction reserve HK$'000 (Unaudited)	Other reserve HK$'000 (Unaudited)	Available-for-sales financial assets valuation reserve HK$'000 (Unaudited)	Retained Profits HK$'000 (Unaudited)	Total HK$'000 (Unaudited)	Non-controlling interests HK$'000 (Unaudited)	Total Equity HK$'000 (Unaudited)
At 1 January 2015	**19,316**	**223,215**	**(208)**	**191,925**	**19,053**	**11,532**	**106,584**	**571,417**	**69,706**	**641,123**
Loss for the period	**–**	**–**	**–**	**–**	**–**	**–**	**(16,992)**	**(16,992)**	**(1,357)**	**(18,349)**
Other comprehensive income/ (expense) for the period	**–**	**–**	**(64)**	**–**	**–**	**(11,532)**	**–**	**(11,596)**	**–**	**(11,596)**
Total comprehensive income/ (expense) for the period	**–**	**–**	**(64)**	**–**	**–**	**(11,532)**	**(16,992)**	**(28,588)**	**(1,357)**	**(29,945)**
Disposal of subsidiaries	**–**	**–**	**–**	**–**	**–**	**–**	**–**	**–**	**200**	**200**
Addition	**–**	**–**	**–**	**–**	**91**	**–**	**–**	**91**	**–**	**91**
At 30 June 2015	**19,316**	**223,215**	**(272)**	**191,925**	**19,144**	**–**	**89,592**	**542,920**	**68,549**	**611,469**
At 1 January 2014	19,316	223,215	11,062	191,925	7,320	28,715	61,606	543,159	43,964	587,123
Loss for the period	–	–	–	–	–	–	(4,163)	(4,163)	322	(3,841)
Other comprehensive income/ (expense) for the period	–	–	(6,787)	–	–	(6,394)	–	(13,181)	–	(13,181)
Total comprehensive income/ (expense) for the period	–	–	(6,787)	–	–	(6,394)	(4,163)	(17,344)	322	(17,022)
Acquisition of subsidiaries	–	–	–	–	–	–	–	–	39	39
At 30 June 2014	19,316	223,215	4,275	191,925	7,320	22,321	57,443	525,815	44,325	570,140

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	For the six months ended 30 June	
	2015	2014
	HK$'000	*HK$'000*
	(Unaudited)	(Unaudited)
NET CASH GENERATED FROM OPERATING ACTIVITIES	**14,903**	298,366
NET CASH GENERATED FROM/(USED IN) INVESTING ACTIVITIES	**22,806**	(729,407)
NET CASH (USED IN)/GENERATED FROM FINANCING ACTIVITIES	**(29,161)**	311,658
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS	**8,548**	(119,383)
Cash and cash equivalents at the beginning of period	**67,454**	186,470
Effect of foreign exchange rate changes, net	**768**	(4,944)
CASH AND CASH EQUIVALENTS AT THE END OF PERIOD	**76,770**	62,143
ANALYSIS OF BALANCES OF CASH AND CASH EQUIVALENTS		
Cash and bank balances	**76,770**	62,143

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

1. CORPORATE INFORMATION

Ceneric (Holdings) Limited (the "Company") was incorporated in the Cayman Islands as an exempted company with limited liability under the Companies Law of the Cayman Islands. The registered office and principal place of business of the Company are Caledonian House, 69 Dr. Roy's Drive, P.O. Box 1043, George Town, Grand Cayman KY1-1102, Cayman Islands and 7/F., Guangdong Finance Building, 88 Connaught Road West, Sheung Wan, Hong Kong respectively. The Company's shares are listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange").

During the period, the Group's activities mainly comprised properties development and hotel business in the People's Republic of China.

2. BASIS OF PREPARATION

The condensed consolidated interim financial statements have been prepared in accordance with the applicable disclosure requirements of Appendix 16 to the Rules Governing the Listing of Securities on the Stock Exchange and with Hong Kong Accounting Standard 34 "Interim Financial Reporting" issued by the Hong Kong Institute of Certified Public Accountants (HKICPA). These condensed consolidated financial statements are presented in Hong Kong dollars and all values are rounded to the nearest thousand except when otherwise indicated.

3. CHANGES IN ACCOUNTING POLICIES AND DISCLOSURES

The accounting policies adopted in the preparation of the interim condensed consolidated financial statements are consistent with those followed in the preparation of the Group's annual consolidated financial statements for the year ended 31 December 2014, except for the adoption of new standards and interpretations effective as of 1 January 2015. The Group has not early adopted any other standard, interpretation or amendment that has been issued but is not yet effective.

The nature and the impact of each new standard or amendment are described below.

Amendments to HKAS19	*Defined benefit plans: Employee contributions*
Amendments to HKFRSs	*Annual improvements to HKFRSs 2010–2012 cycle*
Amendments to HKFRSs	*Annual improvements to HKFRSs 2011–2013 cycle*

In addition, the requirements of Part 9 "Accounts and Audit" of the new Hong Kong Companies Ordinance (Cap. 622) come into operation in the current interim period in accordance with section 358 of that Ordinance.

The application of the above new or revised HKFRSs and the new Hong Kong Companies Ordinance has had no material effect on the Group's results and financial position.

The Group has not early adopted the following new and revised standards, amendments or interpretation that have been issued but are not yet effective.

Amendments to HKAS 1	*Disclosure Initiative*[1]
Amendments to HKAS 16 and HKAS 38	*Clarification of Acceptable Methods of Depreciation and Amortisation*[1]
Amendments to HKAS 16 and HKAS 41	*Agriculture: Bearer Plants*[1]
Amendments to HKAS 27	*Equity Method in Separate Financial Statements*[1]
Amendments to HKFRS 10 and HKAS 28	*Sale or Contribution of Assets between an Investor and its Associate or Joint Venture*[1]
Amendments to HKFRS 10, HKFRS 12 and HKAS 28 (2011)	*Investment Entities: Applying the Consolidation Exception*[1]
Amendments to HKFRS 11	*Accounting for Acquisitions of Interests in Joint Operations*[1]
HKFRS 9 (2014)	*Financial Instruments*[2]
HKFRS 14	*Regulatory Deferral Accounts*[1]
HKFRS 15	*Revenue from Contracts with Customers*[2]
Annual Improvements Project	*Annual Improvements 2012–2014 Cycle*[1]

1 Effective for annual periods beginning on or after 1 January 2016

2 Effective for annual periods beginning on or after 1 January 2018

4. OPERATING SEGMENT INFORMATION

For management purposes, the Group identifies reportable segments, on the basis of the products and services, for internal reports about components of the Group that are regularly reviewed by the chief operation decision makers for the purpose of allocating resources to segments and assessing their performances. There are three reportable operating segments identified as follows:

(a) The property development segment comprises the development and sales of properties;

(b) The hotel business segment comprises the sub-licensing rights to hotel operators and certain hotel management activities; and

(c) The corporate and other businesses segment includes general corporate expense items.

Management monitors the results of the Group's operating segments separately for the purpose of making decisions about resources allocation and performance assessment. Segment results represent the profit or loss earned before tax before taking into account interest income from bank deposits, unallocated other income, unallocated corporate expenses (including central administration costs and directors' remuneration) and finance costs. This is the measure reported to the chief operation decision makers and the board of directors for the purposes of resource allocation and performance assessment.

The following is an analysis of the Group's revenue and results by reportable segment:

	For the six months ended 30 June									
	Property development		**Hotel Business**		**Corporate and other Business**		**Elimination**		**Total**	
	2015	2014	**2015**	2014	**2015**	2014	**2015**	2014	**2015**	2014
	HK$'000	*HK$'000*	***HK$'000***	*HK$'000*	***HK$'000***	*HK$'000*	***HK$'000***	*HK$'000*	***HK$'000***	*HK$'000*
	(Unaudited)	(Unaudited)	**(Unaudited)**	(Unaudited)	**(Unaudited)**	(Unaudited)	**(Unaudited)**	(Unaudited)	**(Unaudited)**	(Unaudited)
Segment revenue:										
Sales to external customers	**567**	10,378	**46,161**	18,661	**–**	–	**–**	–	**46,728**	29,039
Other income	**452**	833	**642**	269	**2**	–	**–**	–	**1,096**	1,102
Total segment revenue	**1,019**	11,211	**46,803**	18,930	**2**	–	**–**	–	**47,824**	30,141
Amortisation of licensing rights	**–**	–	**(3,839)**	(1,620)	**–**	–	**–**	–	**(3,839)**	(1,620)
Depreciation of property, plant and equipment	**(253)**	(314)	**(37,221)**	(14,815)	**(233)**	(106)	**–**	–	**(37,707)**	(15,235)
Amortisation of prepaid land lease payments	**(38)**	(38)	**(965)**	(407)	**–**	–	**–**	–	**(1,003)**	(445)
Segment results	**(3,042)**	455	**4,382**	289	**14,984**	(1,714)	**–**	–	**16,324**	(970)
Reconciliation:										
Unallocated expenses									**(9,911)**	(7,044)
Interest income									**571**	577
Gain on bargain purchase									**–**	16,021
Acquisition related costs *(see Note 7)*									**–**	(7,375)
Finance costs *(see Note 7)*									**(20,896)**	(5,486)
Loss before tax									**(13,912)**	(4,277)

Geographical information

The Group operates in two main geographical areas — Hong Kong and the People's Republic of China (excluding Hong Kong) (the "PRC").

	For the six months ended 30 June	
	2015	2014
	HK$'000	*HK$'000*
	(Unaudited)	(Unaudited)
REVENUE		
— Hong Kong	**–**	–
— PRC	**47,824**	30,141
	47,824	30,141

	At 30 June 2015 *HK$'000* (Unaudited)	At 31 December 2014 *HK$'000* (Audited)
NON-CURRENT ASSETS		
— Hong Kong	**108**	134
— PRC	**962,004**	1,005,157
— Other countries	**351**	65
	962,463	1,005,356

The non-current asset information above is based on the locations of the assets and excludes financial instruments and deferred tax assets.

Information about a major customer

Sales to external customers approximately HK$34,216,000 was derived from hotel business segment from a single customer.

5. REVENUE

Revenue represents income from sub-licensing of operating rights, and proceeds from the sales of properties held for sale and services rendered to external customers during the period.

	For the six months ended 30 June	
	2015 *HK$'000* **(Unaudited)**	2014 *HK$'000* (Unaudited)
Licensing income	**46,161**	18,661
Sales of properties held for sale and rendering of services	**567**	10,378
	46,728	29,039

6. OTHER INCOME

	For the six months ended 30 June	
	2015 *HK$'000* **(Unaudited)**	2014 *HK$'000* (Unaudited)
Bank interest income	**571**	577
Gain on bargain purchase	**–**	16,021
Gain on disposal of available for sale financial assets	**16,327**	–
Gain on disposal of a subsidiary	**343**	–
Rental Income	**642**	269
Others	**454**	833
	18,337	17,700

7. LOSS BEFORE TAX

The Group's loss before tax is arrived at after charging/(crediting):

	For the six months ended 30 June	
	2015	2014
	HK$'000	*HK$'000*
	(Unaudited)	(Unaudited)
Cost of sales		
Cost of inventories sold	**289**	308
Cost of properties sold	**40**	6,236
Amortisation of licensing rights	**3,839**	1,620
	4,168	8,164
Depreciation	**37,707**	15,235
Amortisation of prepaid land lease payments	**1,003**	445
Minimum lease payments under operating lease in respect of land and building	**1,617**	834
Employee benefit expenses (including directors' remuneration)		
— Wages and salaries	**6,836**	4,940
— Retirement benefits scheme contributions	**470**	166
Acquisition related costs	**–**	7,375
Interest Income		
Bank interest income	**(571)**	(577)
Other interest income	**–**	–
	(571)	(577)
Finance costs		
Interest on loan and borrowings	**5,707**	3,662
Interest on other borrowings	**92**	14
Interest on bonds	**5,641**	1,810
Amortisation of bonds, at amortised cost	**9,456**	–
	20,896	5,486
Gain on disposal of available for sale financial assets	**16,327**	–

8. INCOME TAX

Hong Kong profits tax has been provided at the rate of 16.5% (2014: 16.5%) on the estimated assessable profits arising in Hong Kong during the period under review. Subsidiaries in the People's Republic of China ("PRC") are subject to PRC Enterprise Income Tax at 25% (2014: 25%). Taxes on profits assessable elsewhere have been calculated at the rates of tax prevailing in the countries (or jurisdictions) in which the Group operates.

	For the six months ended 30 June	
	2015	2014
	HK$'000	*HK$'000*
	(Unaudited)	(Unaudited)
Current tax:		
Hong Kong	**–**	–
PRC	**–**	1,442
	–	1,442
Deferred tax	**4,437**	(1,878)
Income tax expenses/(credit)	**4,437**	(436)

9. LOSS PER SHARE

The calculation of basic and diluted loss per share amounts is based on the loss for the period attributable to ordinary equity holders of the Company, and the weighted average number of ordinary shares of 1,931,638,040 (30 June 2014: 1,931,638,040) in issue during the period.

10. AVAILABLE-FOR-SALE FINANCIAL ASSETS

	At 30 June 2015	At 31 December 2014
	HK$'000	*HK$'000*
	(Unaudited)	(Audited)
Listed equity investment, at fair value Hong Kong	**–**	17,183

11. DEFERRED TAX ASSETS AND LIABILITIES

As at 30 June 2015 and 31 December 2014, the Group's deferred tax assets and liabilities shown in the consolidated statement of financial position are as follows:

	At 30 June 2015	At 31 December 2014
	HK$'000	*HK$'000*
	(Unaudited)	(Audited)
Deferred tax assets	**6,026**	14,972
Deferred tax (liabilities)	**(109,227)**	(113,709)

The movements in deferred tax assets/(liabilities) for the six months ended 30 June 2015 were as follows:

Deferred tax assets and liabilities

	Deferred tax assets bad debt provision *HK$'000* (Unaudited)	Deferred tax assets Tax losses *HK$'000* (Unaudited)	Deferred tax liabilities Accelerated tax depreciation *HK$'000* (Unaudited)	Total *HK$'000* (Unaudited)
At 1 January 2015	**5,657**	**9,315**	**(113,709)**	**(98,737)**
(Charged)/credited to profit or loss	**(5,657)**	**(3,262)**	**4,482**	**(4,437)**
Exchange realignment	**0**	**(27)**	**0**	**(27)**
At 30 June 2015	**0**	**6,026**	**(109,227)**	**(103,201)**

Deferred tax assets are recognized for tax losses carry-forwards to the extent that the realization of the related benefit through the future taxable profits is probable.

12. TRADE RECEIVABLES

An aged analysis of the trade receivables as at the end of the reporting period, based on the invoice date and net of provisions, is as follows:

	At 30 June 2015 *HK$'000* **(Unaudited)**	At 31 December 2014 *HK$'000* (Audited)
Within 1 month	**1,474**	6,813
1–3 months	**–**	–
4–12 months	**–**	–
Over 1 year	**–**	–
	1,474	6,813

13. TRADE PAYABLES, OTHER PAYABLES AND ACCRUALS

	At 30 June 2015 *HK$'000* **(Unaudited)**	At 31 December 2014 *HK$'000* (Audited)
Trade payables	**–**	–
Amount received in advance for the sales of properties held for sale	**–**	48
Other payables and accruals	**26,131**	21,355
	26,131	21,403

14. LOAN AND BORROWINGS

	At 30 June 2015 HK$'000 (Unaudited)	At 31 December 2014 HK$'000 (Audited)
Within 1 year	**43,066**	39,078
After 1 year but within 2 years	**99,864**	31,262
After 2 years but within 5 years	**–**	96,289
	142,930	166,629

At 30 June 2015, loan and borrowings lent by a financial institution to a subsidiary of the Group were secured by the leasehold land and buildings located in Maoming City, the PRC.

15. OTHER BORROWING

The borrowing is an unsecured loan, at interest rate 5% per annum from an independent third party.

	At 30 June 2015 HK$'000 (Unaudited)	At 31 December 2014 HK$'000 (Audited)
Within 1 year	**4,000**	4,000
After 1 year but within 2 years	**–**	–
After 2 years but within 5 years	**–**	–
After 5 years	**–**	–
	4,000	4,000

16. BONDS

	At 30 June 2015 HK$'000 (Unaudited)	At 31 December 2014 HK$'000 (Audited)
Unsecured bonds, at amortised cost		
First tranche, issued on 14 April 2014	**121,739**	117,451
Second tranche, issued on 21 May 2014	**139,222**	134,054
	260,961	251,505

17. SHARE CAPITAL

	At **30 June 2015** *HK$'000* **(Unaudited)**	At 31 December 2014 *HK$'000* (Audited)
Authorised		
100,000,000,000 (31 December 2014: 100,000,000,000) ordinary shares of HK$0.01 (31 December 2014: HK$0.01) each	**1,000,000**	1,000,000
Issued and fully paid:		
1,931,638,040 (31 December 2014: 1,931,638,040) ordinary shares of HK$0.01 (31 December 2014: HK$0.01) each *(see Note)*	**19,316**	19,316

Note: At an extraordinary general meeting of the Company held on 30 July 2015, an ordinary resolution was passed to approve the granting of a specific mandate pursuant to a Placing Agreement under which the Company has conditionally agreed to place, through the Placing Agents, on a best effort basis, up to 2,500,000,000 new Shares to not less than six Placees who and whose ultimate beneficial owners are third parties independent of and not connected with the Company and its connected persons at the Placing Price of HK$0.15 per Placing Share. At the date of this announcement, the placing of shares is pending for completion.

18. CAPITAL COMMITMENTS

The Group's capital commitments were as follows:

	At **30 June 2015** *HK$'000* **(Unaudited)**	At 31 December 2014 *HK$'000* (Audited)
Contracted, but not provided for	**–**	–
	–	–

19. OPERATING LEASE ARRANGEMENTS

(a) As lessor

The Group leases part of its property in Maoming City, the PRC under a non-cancellable operating lease agreement, with lease terms for five years. The lease agreement requires the tenant to pay security deposit and provide for rent adjustments starting from the third to fifth years of the lease.

At 30 June 2015, the Group had total future minimum lease receivables falling due as follows:

	At 30 June 2015 *HK$'000* **(Unaudited)**	At 31 December 2014 *HK$'000* (Audited)
Within one year	**1,192**	1,143
In the second to fifth years, inclusive	**1,025**	1,624
	2,217	2,767

(b) As lessee

The Group leases certain of its office properties under operating lease commitments. Leases for properties are negotiated for terms ranging from one to four years. None of the leases includes contingent rentals.

Minimum lease payments under operating leases during the period:

	For the six months ended 30 June	
	2015 *HK$'000* **(Unaudited)**	2014 *HK$'000* (Unaudited)
Office premises	**1,617**	834

At 30 June 2015, the Group had total future minimum lease payments under non-cancellable operating leases falling due as follows:

	At 30 June 2015 *HK$'000* **(Unaudited)**	At 31 December 2014 *HK$'000* (Audited)
Within one year	**3,674**	837
In the second to fifth years, inclusive	**4,268**	365
	7,942	1,202

20. CONTINGENT LIABILITIES

As at 30 June 2015, the Group had contingent liabilities amounting to HK$1,668,000 (31 December 2014: HK$1,710,000) in respect of the buy-back guarantee in favor of banks to secure mortgage loans facilities granted to the purchasers of the Group's properties held for sales.

The directors consider that in case of default in payments, the net realisable value of the related properties can cover the repayment of the outstanding mortgage principals together with the accrued interest and penalty and therefore no provision has been made in the accounts for the guarantees.

21. RELATED PARTY TRANSACTIONS

(a) In addition to the transactions detailed elsewhere in these financial statements, the Group had no material transactions with related parties during the six months ended 30 June 2015 and 2014, respectively.

(b) Remuneration of key managerial personnel of the Group:

	For the six months ended 30 June	
	2015	2014
	HK$'000	*HK$'000*
	(Unaudited)	(Unaudited)
Short term employee benefits	**1,767**	2,041
Post-employment benefits	**37**	30
	1,804	2,071

22. DIVIDEND

No dividend was paid or proposed for the six months ended 30 June 2015, nor has any dividend been proposed since the end of the reporting period (30 June 2014: Nil).

MANAGEMENT DISCUSSION AND ANALYSIS

Business Review

For the six months ended 30 June 2015, the Group's revenue amounted to HK$46.7 million, compared to HK$29.0 million for the corresponding period of 2014. The Group recorded a loss before tax of HK$13.9 million, compared to the loss of HK$4.3 million for the corresponding period of 2014. The Group's consolidated loss attributable to the owners of the Company for the six months ended 30 June 2015 amounted to HK$17.0 million, compared to the loss of HK$4.2 million for the corresponding period of 2014. The loss is, among other things, mainly attributable to (1) the increase in finance costs arising from to the amortisation of bonds measured at amortised cost, and (2) the increase in the depreciation of the Group's property, plant and equipment as compared to those for the six months ended 30 June 2014.

Property Development Segment

For the six months ended 30 June 2015, sales of the property development segment amounted to HK$0.6 million, compared to HK$10.4 million for the corresponding period of 2014. Loss of the segment for the period was HK$3.0 million, compared to the profit of HK$0.5 million for the corresponding period of 2014.

As at 30 June 2015, approximately 99.9% of residential units of Morning Star Villa ("MSV") and approximately 98.1% of all residential and commercial units of Morning Star Plaza ("MSP") were sold.

The Board is optimistic in the property market in Hong Kong and the PRC. The Group continues focusing on the sale of completed unsold properties.

Hotel Business Segment

For the six months ended 30 June 2015, the hotel business segment recorded revenue from the sub-licensing of operating right amounting to HK$46.2 million, compared to HK$18.7 million for the corresponding period of 2014. Loss of the segment amounted to HK$4.4 million, compared to a profit of HK$0.3 million for the corresponding period of 2014.

Geographical Segment

During the period, the Group did not have revenue generated from Hong Kong, and the revenue generated from elsewhere in the PRC mainly related to hotel business and property development.

REVIEW OF FINANCIAL POSITION

Overview

Non-current assets as at 30 June 2015, consisting mainly of property, plant and equipment, prepaid land lease payment, and licensing rights amounted to HK$969.9 million, compared to HK$1,039.4 million as at 31 December 2014. Current assets as at 30 June 2015 amounted to HK$184.8 million, compared to HK$159.1 million as at 31 December 2014. Current liabilities as at 30 June 2015 amounted to HK$73.3 million, compared to HK$64.5 million as at 31 December 2014. Non-current liabilities as at 30 June 2015 amounted to HK$470.1 million, compared to HK$492.8 million as at 31 December 2014.

Capital Structure, Liquidity and Financial Resources

As at 30 June 2015, the Group's total borrowings amounted to HK$407.9 million (31 December 2014: HK$422.1 million). The borrowings mainly comprised borrowings from a financial institution of HK$142.9 million, bonds measured at amortised costs of HK$261.0 million. As at 30 June 2015, the Group's available banking facilities not utilised is nil (31 December 2014: nil).

The Group's total equity as at 30 June 2015 was HK$611.5 million (31 December 2014: HK$641.1 million).

The Group's gearing ratio as at 30 June 2015 was 53.9% (31 December 2014: 55.0%) . The gearing ratio was calculated on the basis of net borrowings (the total borrowings minus total cash and cash equivalents and restricted cash) over the total equity of the Group.

As part of treasury management, the Group centralises funding for all of its operations at the Group level. The Group's foreign currency exposure relates mainly to Renminbi, which is derived from its hotel business and the sales of property units in Zhongshan, the PRC.

Capital Commitments

The Group did not have any capital commitments as at 30 June 2015 (31 December 2014: nil).

Contingent Liabilities

As at 30 June 2015, the Group had contingent liabilities amounting to HK$1.7 million (31 December 2014: HK$1.7 million). The contingent liabilities were mainly in respect of buy-back guarantees in favour of banks to secure mortgage loans granted to the purchasers of the properties developed by MSV and MSP. The Board considered that the fair value of such guarantees were insignificant.

Charges on Group Assets

As at 30 June 2015, part of the Group's leasehold land and buildings with a carrying value of HK$803.8 million (31 December 2014: HK$827.3 million) had been pledged to a financial institution to secure mortgage loans. In addition, non-current bank balances of HK$1.4 million (31 December 2014: HK$1.8 million) were pledged to banks to secure mortgage loan facilities granted to purchasers of the Group's properties held for sale. They also serve to secure the issuance of a bank guarantee in favour of a landlord under an operating lease.

Fund Raising Activities

On 18 June 2015, the Company and two placing agents entered into a placing agreement pursuant to which the Company has conditionally agreed to place through the placing agent, on a best effort basis, up to 2,500,000,000 placing shares at a price of HK$0.15 per placing share under a specific mandate to be obtained from the shareholders at an extraordinary general meeting of the Company on 30 July 2015, to not less than six placees, who and whose ultimate beneficial owners are third parties independent of and not connected with the Company and its connected persons. The placing is due to be completed on or before 31 August 2015. The net proceeds from the placing are expected approximately to be HK$364.4 million. The Company intends to use the net proceeds as to approximately HK$340.5 million for repayment of the Bonds in the principal amount of HK$325.0 million and interest thereon; and the remaining approximately HK$23.9 million for general working capital of the Group, including the payments of salaries, rental expenses, other administrative and operating expenses. Upon repayment of the Bonds in the principal amount of HK$325.0 million and interest thereon, the Directors estimate that there will be a saving of interest payable under the Bonds up to their maturities of approximately HK$30.4 million and the total liabilities of the Group will be reduced by reducing its indebtedness of approximately HK$340.1 million. Details of the placing were disclosed in the announcements of the Company dated 18 June 2015 and 30 July 2015 respectively, and circular dated 15 July 2015. At the date of this announcement, the placing of shares is pending for completion.

STAFF ANALYSIS

The total number of staff employed by the Group as at 30 June 2015 was 83, compared to 58 as at 30 June 2014. As part of the Group's human resources policy, employees are rewarded on a performance-related basis within the general framework of the Group's salary and bonus scale. Currently, the Group continues to implement its overall human resource training and development programme and to equip its employees with the necessary knowledge, skills and experience to deal with the existing and future requirements and challenges.

OUTLOOK

Outlook and Plan

Slowdown in global economic growth for the rest of 2015 especially the situation in China would pose uncertainties in the hospitality and property development businesses of the Group.

Even if domestic consumption in China has been weakening recently, the board foresees the income generated from licensing of hotel operating right for the Group in the second half of 2015 to be stable.

In view of loosening monetary policy in the Mainland, the Group expects that the property market in China will improve moderately. Such a trend would present more opportunities to sell the completed unsold property of the Group in the second half of 2015.

Being one of the strategies to broaden revenue base, the Group has been planning to expand the spectrum of its principal activities to render a wide range of financial services regulated by the Securities and Futures Ordinance. Designated subsidiaries of the Group are in process of applying for licences/registration from the Securities and Futures Commission. The application process is expected to be completed in the second half of 2015 and new income streams from the financial services business are predictable.

The Group will continuously look for new and profitable investment projects so as to maximise returns on the Company and to its shareholders.

COMPLIANCE WITH CODE ON CORPORATE GOVERNANCE PRACTICES

The Company is committed to maintaining the high corporate governance standards and upholding accountability and transparency.

During the six months ended 30 June 2015, the Company has applied the principles of and complied with the applicable code provisions of the Corporate Governance Code and Corporate Governance Report (the "CG Code") as set out in Appendix 14 of the Listing Rules, except for certain deviations which are summarized below:

Code Provisions A.2.1 to A.2.9

Code Provision A.2.1 stipulates that the roles of chairman and chief executive should be separate and should not be performed by the same individual. The division of responsibilities between the chairman and chief executive should be clearly established and set out in writing.

Code Provisions A.2.2 to A.2.9 further stipulate the roles and responsibilities of the chairman.

The Company does not have a Chairman of the Board at present. It is the Board's intention to appoint the Chairman of the Board as soon as the suitable and appropriate candidate is identified.

Code Provisions A.6.7

Code Provision A.6.7 stipulates that independent non-executive directors and other non-executive directors should attend general meetings and develop a balanced understanding of the views of shareholders.

Due to other business engagements, some Non-Executive Directors (including Independent Non-Executive Directors) could not attend the annual general meeting of the Company held on 29 May 2015 and the extraordinary general meeting of the Company held on 30 July 2015. However, at the respective general meeting of the Company, there were Executive Directors and some Non-Executive Directors and Independent Non-Executive Directors present to enable the Board to develop a balanced understand of the views of the Shareholders.

Code Provision E.1.2

Code provision E.1.2 stipulates that the chairman of the board should attend the annual general meeting. He should also invite the chairmen of the audit, remuneration, nomination and any other committees (as appropriate) to attend. In their absence, he should invite another member of the committee or failing this his duly appointed delegate to attend. These persons should be available to answer questions at the annual general meeting.

The Company does not have a Chairman of the Board at present. It is the Board's intention to appoint the Chairman of the Board as soon as the suitable and appropriate candidate is identified. As such, no Chairman of the Board was able to attend the annual general meeting of the Company held on 29 May 2015. However, Mr. Chi Chi Hung, Kenneth, an Executive Director of the Company, took the chair of that meeting and Chairman of the Audit Committee, Remuneration Committee and Nomination Committee was present thereat to be available to answer any question to ensure effective communication with the Shareholders.

MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code for Securities Transactions by Directors as set out in Appendix 10 of the Listing Rules as its own code of conduct regarding securities transactions by the Directors of the Company. Having made specific enquiry to the Directors, all the Directors confirmed that they had complied with the required standards as set out in the Model Code during the period.

PURCHASE, SALE OR REDEMPTION OF SHARES

During the six months ended 30 June 2015, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's shares.

REVIEW OF INTERIM RESULTS

The Group's unaudited interim results for the six months ended 30 June 2015 have been reviewed by the Audit Committee, and by the auditor of the Company in accordance with Hong Kong Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the HKICPA. The Audit Committee constitutes three Independent Non-Executive Directors of the Company.

DISCLOSURE OF INFORMATION OF THE STOCK EXCHANGE'S WEBSITE

The interim report of the Group for the six months ended 30 June 2015 containing the relevant information required by the Listing Rules will subsequently be published on the Stock Exchange's website in due course.

By order of the Board
Ceneric (Holdings) Limited
CHI Chi Hung, Kenneth
Executive Director

Hong Kong, 28 August 2015

As at the date of this announcement, the Board comprises Mr. CHENG Wai Lam, James, Mr. CHI Chi Hung, Kenneth, Mr. MA Erqiang and Mr. WONG Kui Shing, Danny being the Executive Directors; Mr. YEUNG Kwok Leung and Mr. HUANG Zhenda being the Non-Executive Directors; and Ms. CHAN Hoi Ling, Ms. SO Wai Lam and Mr. SUNG Yat Chun being the Independent Non-Executive Directors.