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英皇娛樂酒店有限公司*
Emperor Entertainment Hotel Limited
(Incorporated in Bermuda with limited liability)
(Stock Code: 296)

PROFIT ALERT

This announcement is made by Emperor Entertainment Hotel Limited (the “**Company**” together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on the preliminary review of the latest available financial information of the Group, the Group expects to record a significant decrease in consolidated net profit for the six months ended 30 September 2015 (the “**Period**”) as compared with that of the corresponding period ended 30 September 2014.

Such decline in consolidated net profit was mainly attributable to:-

- (1) a net loss on the hotel property valuation due to the downturn of the Macau property market. However, such net loss is a non-cash item and will not have a direct impact on the operation of the Group;
- (2) an exchange loss on offshore traded Renminbi deposits held by the Group due to abrupt devaluation of Renminbi in August 2015. Nevertheless, the impact of such exchange loss was partly mitigated by bank interest income; and
- (3) a moderate decline of revenue due to economic downturn.

As the Group’s unaudited interim results for the Period have not yet been finalised, the information contained in this announcement is only a preliminary assessment by the management of the Company which is based on the latest financial information available to the management. Shareholders and potential investors are advised to refer to the interim results announcement of the Company for the Period which is expected to be released by end of November 2015.

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

By order of the Board
Emperor Entertainment Hotel Limited
Luk Siu Man, Semon
Chairperson

Hong Kong, 30 October 2015

** for identification purposes only*

As at the date hereof, the Board comprises:

Non-executive Director: Ms. Luk Siu Man, Semon

Executive Directors: Mr. Wong Chi Fai
Ms. Fan Man Seung, Vanessa

Independent Non-executive Directors: Ms. Chan Wiling, Yvonne
Mr. Yu King Tin
Ms. Kwan Shin Luen, Susanna