COGOBUY GROUP

科通芯城集團

(a company incorporated under the laws of the Cayman Islands with limited liability)

(Stock Code: 400)

POSITIVE PROFIT ALERT

This announcement is made by Cogobuy Group (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 (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 board of directors of the Company (the "**Board**") wishes to inform the shareholders and potential investors of the Company that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2015 and information currently available to the Board, the Group is expected to record a substantial increase of over 60% in profit before taxation and a substantial increase of over 50% in gross merchandise value ("**GMV**") as compared with the corresponding period in 2014. Such expected increase was due to strong growth in product sales especially in sales to new small and medium enterprise customers.

The Company is in the process of finalizing the annual results of the Group for the year ended December 31, 2015. The information contained in this announcement is only a preliminary assessment by the Board based on information currently available and the unaudited consolidated management accounts of the Group, which have not been reviewed by the Company's external auditor and the Company's audit committee.

Further details of the Group's financial results and performance will be disclosed in the 2015 annual results announcement of the Company which is expected to be announced before the end of March 2016.

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

By Order of the Board
COGOBUY GROUP
KANG Jingwei, Jeffrey
Chairman, Executive Director and
Chief Executive Officer

Hong Kong, March 3, 2016

As at the date of this announcement, our executive directors are Mr. KANG Jingwei, Jeffrey, Mr. WU Lun Cheung Allen and Ms. NI Hong, Hope; our non-executive director is Mr. GUO Jiang; and our independent non-executive directors are Mr. ZHONG Xiaolin, Forrest, Mr. YE Xin and Mr. YAN Andrew Y.