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RUNWAY GLOBAL HOLDINGS COMPANY LIMITED
時尚環球控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1520)

PROFIT WARNING

This announcement is made by Runway Global Holdings Company 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 (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 and potential investors that based on the management's preliminary assessment of the unaudited consolidated management accounts, the Group is expected to record a decline in the profit attributable to the owners of the Company for the year ended 31 December 2015 by 35% to 45% as compared with the profit attributable to the owners of the Company for the year ended 31 December 2014.

The Board considers that the decline in the profit for the year ended 31 December 2015 was primarily attributable to:

(i) significant increase in the selling and distribution expenses due to expansion of own brand operation and;

(ii) increase in administrative expenses due to increase in salaries and legal and professional expenses.

Despite the decline in the profit for the year ended 31 December 2015, the Board considers that the Group's overall financial position remains solid and the Board remains positive on the long term prospect of the Group.

The Company is still in the process of finalising the results for the year ended 31 December 2015. The information contained herein is a preliminary estimate given by the management of the Group based on the unaudited consolidated management accounts of the Group which have not been audited or reviewed by the auditor of the Company. The audited financial results of the Group for the financial year ended 31 December 2015 will be announced on 22 March 2016. Further management discussion and analysis on the results of the Group will be set out therein. The Shareholders and potential investors are advised to read the annual results announcement of the Group when it is published.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Runway Global Holdings Company Limited
Hubert Tien
Chairman

Hong Kong, 4 March 2016

As at the date of this announcement, the executive Directors are Mr. Hubert Tien, Mr. Farzad Gozashti, Mr. Chen Gang and Mr. Qu Chengbiao, and the independent non-executive Directors are Mr. Lai Man Sing, Mr. Tang Tsz Kai, Kevin, Mr. Chan Kin Sang and Ms. Luo Dan.