China Partytime Culture Holdings Limited
中國派對文化控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1532)

POSITIVE PROFIT ALERT

This announcement is made by the China Partytime Culture Holdings Limited 中國派對文化控股有限公司 (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 of the Laws of Hong Kong).

The board (the "Board") of directors (the "Directors") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on the information currently available to the Group and the preliminary assessment by the Company's management with reference to the unaudited management accounts of the Group for the year ended 31 December 2015, the Group is expected to record an increase in net profit by 18% for the year ended 31 December 2015 as compared to that in same period in 2014 after deducting the listing expenses of approximately RMB15.5 million incurred for the year ended 31 December 2015. Such increase is primarily attributable to (i) a significant increase in turnover by 43% for the year ended 31 December 2015 as compared to the year ended 31 December 2014; and (ii) an improvement of gross profit margin of the Group's Original Brand Manufacturing (OBM) products.

The Company has yet to finalise the annual results of the Group for the year ended 31 December 2015. The information contained in this announcement is only based on a preliminary assessment by the management of the Company with reference to the information currently available that includes the unaudited consolidated management accounts of the Group for the year ended 31 December 2015, which have not been reviewed or audited by the Company's auditors or reviewed by the Audit Committee of the Company. The actual results of the Group for the year ended 31 December 2015 may be different from what is disclosed herein. Details of the audited financial information of the Group will be disclosed in the annual results announcement of the Company for the year ended 31 December 2015 which is expected to be published in March 2016.

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

By order of the Board
China Partytime Culture Holdings Limited
Chen Sheng Bi
Chairman

Hong Kong, 7 March 2016

As at the date of this announcement, the Board comprises (i) two Executive Directors, namely Mr. Chen Sheng Bi, Mr. Lin Xin Fu; (ii) one Non-executive Director, namely Ms. Chen Sheng; and (iii) three Independent Non-executive Directors, namely Mr. Leung Siu Hong; Mr. Chen Wen Hua and Ms. Peng Xu.