eSun Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 571)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform Shareholders and potential investors that the unaudited interim results attributable to owners of the Company for the six months ended 31 January 2016 is expected to record a consolidated profit as compared to a consolidated loss for the same period last year, primarily due to (a) increased profit contribution from the recognition of the sale of properties of Lai Fung for the Period; and (b) a significant fair value loss arising on the cross currency swap which was entered into in relation to Lai Fung's RMB1.8 billion senior notes issued in 2013 charged to the consolidated income statement in the same period last year. No such fair value loss was recorded in the consolidated income statement in the Period.

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

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

The Company acts as an investment holding company and the principal activities of its subsidiaries include the development, operation of and investment in media, entertainment, music production and distribution, the investment in and production and distribution of television programmes, films and video format products, cinema operation, the sale of cosmetic products as well as property development for sale and property investment for rental purposes.

Based on the preliminary unaudited consolidated management accounts of the Group, the board of directors of the Company ("**Board**") wishes to inform shareholders of the Company ("**Shareholders**") and potential investors that the unaudited interim results attributable to owners of the Company for the six months ended 31 January 2016 ("**Period**") is expected to record a consolidated profit as compared to a consolidated loss of HK$22 million for the six months ended 31 January 2015. This is primarily due to (a) increased profit contribution from the recognition of the sale of properties of Lai Fung Holdings Limited ("**Lai Fung**", a 51.08%-owned subsidiary of the Company) for the Period; and (b) a significant fair value loss arising on the cross currency swap which was entered into in relation to Lai Fung's RMB1.8 billion senior notes issued in 2013 charged to the consolidated income statement in the same period last year. No such fair value loss was recorded in the consolidated income statement in the Period.

As the Group's unaudited interim results for the Period have not yet been finalised, the information contained in this announcement is only based on information that is currently available and the preliminary unaudited consolidated management accounts of the Group for the Period which have not yet been reviewed by the Company's audit committee. The unaudited interim results of the Group for the Period are expected to be published in late March 2016.

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

By Order of the Board
eSun Holdings Limited
Lui Siu Tsuen, Richard
Executive Director and
Chief Executive Officer

Hong Kong, 15 March 2016

As at the date of this announcement, the Board comprises four Executive Directors, namely Messrs. Lui Siu Tsuen, Richard (Chief Executive Officer), Chew Fook Aun, Lam Hau Yin, Lester and Yip Chai Tuck; two Non-executive Directors, namely Madam U Po Chu and Mr. Andrew Y. Yan; and four Independent Non-executive Directors, namely Messrs. Low Chee Keong (Chairman), Lo Kwok Kwei, David and Alfred Donald Yap and Dr. Ng Lai Man, Carmen.