AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

POSITIVE PROFIT ALERT

This announcement is made by AV Concept Holdings Limited ("**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 ("**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules).

The board ("**Board**") of directors of the Company wishes to inform the shareholders of the Company and potential investors that based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2016 ("**2016H1**") and the information currently available to the Group, the Company is expected to record a very substantial increase of approximately by 18 times in profit for 2016H1, when compared with the unaudited profit of approximately HK$6.3 million for the six months ended 30 September 2015 ("**2015H1**").

It is expected that such increase in profit for 2016H1 was primarily attributable to (i) an increase of more than 25% in the Company's share of profits and losses of joint ventures and associates for 2016H1 when compared with that for 2015H1; (ii) a substantial decrease of the Company's administrative expenses and other net expenses for 2016H1 when compared to 2015H1 through internal enhancement of cost control; and (iii) a gain in fair value of equity investments at fair value through profit or loss of the Company for 2016H1 as opposed to a loss for 2015H1 that is mainly caused by the realized gain on partial disposal of equity investments at fair value through profit or loss.

The Company is still in the process of finalising its unaudited consolidated financial results of the Group for 2016H1. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts and information currently available to the Group, which have not yet been audited nor reviewed by the auditors of the Company and may be subject to adjustment. Shareholders of the Company and potential investors are advised to read the interim results of the Company carefully when it is published.

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

On behalf of the Board
AV Concept Holdings Limited
So Yuk Kwan
Chairman

Hong Kong, 14 November 2016

As at the date of this announcement, the Board comprises four executive directors, Dr. So Yuk Kwan (Chairman), Mr. So Chi On, Mr. So Kevin Chi Heng and Mr. So Chi Sun Sunny and three independent non-executive directors, Dr. Lui Ming Wah, SBS, JP, Mr. Charles E. Chapman and Mr. Wong Ka Kit.