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AJISEN RAMEN
味千拉麵

Ajisen (China) Holdings Limited
味千(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 538)

POSITIVE PROFIT ALERT

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

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a substantial increase in profit for the year ended 31 December 2016 of not less than HK$400 million as compared with the profit recorded by the Group for the year ended 31 December 2015. Such increase is mainly attributable to the substantial unrealised gain on fair value changes on financial asset designated as at fair value through profit or loss in relation to an investment of the Group.

The information contained in this announcement is only based on a preliminary assessment by the Board according to the unaudited consolidated management accounts of the Group for the year ended 31 December 2016 which have not been confirmed or audited by the Company's auditor.

Further details of the Group's financial results and performance will be disclosed in the audited results announcement of the Company for the year ended 31 December 2016 which is expected to be published before the end of March 2017.

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

This announcement is made by Ajisen (China) Holdings 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the "**SFO**").

The board of directors (the "**Board**") of the Company wishes to inform shareholders and potential investors of the Company that, based on a preliminary review by the Board on the unaudited consolidated management accounts of the Group, the Group is expected to record a substantial increase in profit for the year ended 31 December 2016 of not less than HK$400 million as compared with the profit recorded by the Group for the year ended 31 December 2015. Such increase is mainly attributable to the substantial unrealised gain on fair value changes on financial asset designated as at fair value through profit or loss in relation to an investment of the Group. Please refer to the Company's announcement dated 30 July 2015 for details of the investment concerned.

The Company is still in the process of finalising the annual results of the Group for the year ended 31 December 2016. The information contained in this announcement is only based on a preliminary assessment by the Company's management according to the unaudited consolidated management accounts of the Group for the year ended 31 December 2016, which have not been audited or reviewed by the Company's auditors or the audit committee of the Board.

Further details of the Group's financial results and performance will be disclosed in the audited results announcement of the Company for the year ended 31 December 2016 which is expected to be published before the end of March 2017.

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

By order of the Board
Ajisen (China) Holdings Limited
Poon Wai
Chairman

Hong Kong, 25 January 2017

As at the date of this announcement, the Board comprises Ms. Poon Wai and Mr. Poon Ka Man, Jason as executive directors; Mr. Katsuaki Shigemitsu as non-executive director; and Mr. Lo Peter, Mr. Jen Shek Voon and Mr. Wang Jincheng as independent non-executive directors.