Sunfonda Group Holdings

SUNFONDA GROUP HOLDINGS LIMITED
新豐泰集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 01771)

POSITIVE PROFIT ALERT

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

Based on a preliminary assessment, the Board wishes to inform the Shareholders and potential investors that, it is expected that there would be a substantial increase in the Group's consolidated profit for the year ended 31 December 2016, and that the profit attributable to owners of the parent for the year ended 31 December 2016 would be not less than 150% of that for the same period last year. The above information is the preliminary assessment by the Company based on the consolidated management accounts and other information currently available, which have not been audited or reviewed by the Company's auditors. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

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

Based on a preliminary assessment, the board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, it is expected that there would be a substantial increase in the Group's consolidated profit for the year ended 31 December 2016, and that the profit attributable to owners of the parent for the year ended 31 December 2016 would be not less than 150% of that for the same period last year.

The Board believes that the increase in profit attributable to owners of the parent for the year ended 31 December 2016 was mainly attributed to (i) further realisation of the advantages on brand portfolio; (ii) further enhancement of the Company's brand awareness and client's recognition; and (iii) further control of operational cost and enhancement of per capita performance.

Shareholders and potential investors should note that the information set out in this announcement is based on a preliminary assessment by the Company based on the consolidated management accounts and other information currently available, which have not been audited or reviewed by the Company's auditors. The Company is still in the process of finalising the Group's consolidated financial statements for the year ended 31 December 2016. Details on the financial information for the year ended 31 December 2016 to be disclosed in the annual results announcement of the Company (which is expected to be announced by the end of March 2017) shall prevail.

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

By Order of the Board
Sunfonda Group Holdings Limited
Mr. Wu Tak Lam
Chairman

8 February 2017

As at the date of this announcement, the Board comprises four executive directors, namely, Mr. Wu Tak Lam, Ms. Chiu Man, Mr. Jia Ruobing and Mr. Gou Xinfeng; one non-executive director, namely, Mr. Zhu Wei; and three independent non-executive directors, namely, Mr. Liu Jie, Mr. Yu Yuanbo and Mr. Fu Johnson Chi-King.