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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)

PROFIT WARNING

This announcement is made by the China Partytime Culture 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 (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "Board") would 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 2016, the Group is expected to record a decrease in net profit and net profit attributable to equity holders of the Company of not more than 20% and 17% respectively for the year ended 31 December 2016 as compared with that for the year ended 31 December 2015. Such decrease is primarily attributable to (i) a decrease in turnover by approximately 10% for the year ended 31 December 2016 as compared to that for the year ended 31 December 2015 due to the drop in the oversea markets' demand as affected by Brexit and US presidential election during the year ended 31 December 2016; and (ii) the increase in research and development expenses for the development of the PRC market, such as enhancement of the products variety and different patents and technique.

The Company has yet to finalise 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 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 2016, which have not been reviewed or audited by the Company's auditors or reviewed by the audit committee of the Board. The audited results of the Group for the year ended 31 December 2016 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 2016 which is expected to be published in March 2017.

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, 3 March 2017

As at the date of this announcement, the Board comprises (i) three executive directors, namely Mr. Chen Sheng Bi, Mr. Lu Yilin, 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.