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DIFFER GROUP HOLDING COMPANY LIMITED

鼎豐集團控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 6878)

POSITIVE PROFIT ALERT

This announcement is made by Differ Group Holding Company Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to 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**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on the preliminary review and analysis of the latest available unaudited management accounts of the Group, the net profit of the Group is expected to increase by 25%-40% for the year ended 31 December 2016 as compared to the net profit of the year ended 31 December 2015. The Group is expected to record a significant increase in net profit mainly due to the substantial increase in the revenue of the Group for the year ended 31 December 2016. Such substantial increase in the revenue of the Group was mainly attributed to (i) the remarkable business growth of assets management business and finance lease services; and (ii) continuous growth in the revenue of express loan services during the year.

The Company is still in the process of finalising the unaudited consolidated financial results for the year ended 31 December 2016. The information contained in this announcement is only based on a preliminary assessment of the unaudited management accounts of the Group and information currently available. It is not based on any data or information that have been audited or reviewed by the auditors of the Company.

Further details of the Group’s financial information and performance for the year ended 31 December 2016 will be disclosed in the forthcoming annual results announcement to be published by the Company on 28 March 2017.

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

By order of the Board of
Differ Group Holding Company Limited
HONG Mingxian
Chairman and Executive Director

Hong Kong, 14 March 2017

As at the date of this announcement, the executive Directors are Mr. HONG Mingxian, Mr. NG Chi Chung and Mr. CAI Huatan; the non-executive Directors are Mr. CAI Jianfeng and Mr. WU Qinghan; and the independent non-executive Directors are Mr. CHAN Sing Nun, Mr. TSANG Hin Man Terence and Mr. ZENG Haisheng.