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CENERIC (HOLDINGS) LIMITED

新嶺域 (集團) 有限公司

(Incorporated in the Cayman Islands with limited liability)

(stock code: 542)

PROFIT WARNING

This announcement is made by Ceneric (Holdings) Limited (the “**Company**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities of The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The Board of Directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that it is expected that the results of the Company and its subsidiaries (the “**Group**”) for the year ended 31 December, 2016 may show a loss. Such loss is, among other things, mainly attributable to (i) the one-off amortisation of the two tranches of bonds upon redemption in January 2016, (ii) the amortisation of leasehold land and the depreciation of property, plant and equipment which collectively shared significant amount of the Group’s total expenses, (iii) the provision for uncollectible accounts receivable owing by hotel operating rights holders, and (iv) impairment of value of the property, plant and equipment and the licensing rights of the Group.

The Company is in the process of preparing the Group’s results for the year ended 31 December, 2016. The information contained in this announcement is only based on the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December, 2016, subject to finalisation and necessary adjustments. The Company expects to announce its consolidated results for the year ended 31 December, 2016 on 29 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
Ceneric (Holdings) Limited
WONG Kui Shing, Danny
Executive Director

Hong Kong, 15 March, 2017

As at the date of this announcement, the Board comprises Mr. WONG Kui Shing, Danny and Mr. CHI Chi Hung, Kenneth being the Executive Directors, and Ms. CHAN Hoi Ling, Ms. SO Wai Lam and Mr. SUNG Yat Chun, being the Independent Non-Executive Directors.