易生活控股有限公司
Elife Holdings Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 223)

ANNOUNCEMENT

PROFIT WARNING

This announcement is made by Elife 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 (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the information currently available to the Company and the preliminary review on the Group's unaudited consolidated management accounts for the year ended 31 March 2017, the Group is expected to record an approximately 90% decrease in revenue for the year ended 31 March 2017 as compared with the revenue of approximately HK$194 million recorded for the year ended 31 March 2016. Similar level of revenue was recorded in the full year ended 31 March 2017 as compared to the first half of the year. Furthermore, the Group is expected to record a net loss in the current financial year under review from a net profit in the financial year ended 31 March 2016, mainly due to the absence of a one-off extraordinary gain of approximately HKD353 million recorded in the previous financial year related to settlement of litigations.

Based on the relevant information currently available to the Company, the Board considers that the decrease in revenue is primarily due to a substantial decrease in the volume of commodities traded during the year ended 31 March 2017.

As disclosed in the profit warning announcement dated 20 November 2016 and the 2016 interim report of the Company, the continuous shrinkage in the existing businesses resulted in the substantial increase in the Group's revenue for the six months ended 30 September 2016. The existing commodities trading business of the Group continued to shrink in the second half of the year. During the year ended 31 March 2017, the Group has been actively conducting refinement of its development strategies with an aim to transform its existing businesses into a more integrated and diversified business portfolio, including the expansion into the daily consumer goods market and its ancillary servicing industries, which are considered to possess higher growth potentials. In November 2016, the Group has been appointed as the exclusive overseas procurement agent of 中商惠民(北京)電子商務有限公司 (Zhongsheng Huimin (Beijing) E-Commerce Co. Ltd.*) ("**Huimin**") for a term of 10 years; in March 2017, the Group further entered into a supply agreement with Huimin for extending the procurement agency services to ancillary and value-added processing services in the People's Republic of China (the "**PRC**"). As Huimin is believed to be one of the largest community O2O network platforms in the PRC and the Group is in the course of finalizing the details of the cooperation with Huimin, the Board anticipates that the daily consumer goods and ancillary services segments will become one of the key performance drivers for the Group and shall commence contributing to the Group's financial results in the next financial year. Together with the Board's continuous endeavors in seeking other suitable business opportunities and investments, the Board is confident that the Group's redefined market positioning and development strategies will translate into thriving and profitable business in the foreseeable future.

The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the year ended 31 March 2017 and other information currently available to the Group, and is not based on any financial data or information that have been audited or reviewed by the auditors of the Company. The annual results announcement of the Company for the year ended 31 March 2017 will be issued by the Company on or before 30 June 2017.

By Order of the Board
Elife Holdings Limited
Chow Chi Fai
Company Secretary

Hong Kong, 26 April 2017

As at the date of this announcement, the executive Directors are Mr. Zhang Xiaobin, Mr. Gao Feng and Mr. Chiu Sui Keung, the non-executive Directors are Mr. Zhang Yichun, Mr. Shao Zili, Mr. Xie Zhichun and Ms. Xu Ying and the independent non-executive Directors are Mr. Cheng Wing Keung Raymond, Mr. Lam Williamson, Mr. Wong Hoi Kuen and Dr. Lam Lee G.

* *For identification purposes only*