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Cowell e Holdings Inc.
高偉電子控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1415)

POSITIVE PROFIT ALERT

This announcement is made by Cowell e Holdings Inc. (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 and the Inside Information Provisions 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 and potential investors of the Company that, based on a preliminary assessment by the management of the Group on the unaudited consolidated management accounts of the Group for the five months ended 31 May 2017 (the "**Management Accounts**"), the Company expects to record a significant improvement in the Group's profit for the six months ending 30 June 2017 (the "**Period**") as compared to the same period in 2016. The significant improvement in profit was primarily attributable to (i) the increase in camera module sales; (ii) normalized and further improved production yield for the main flip chip camera modules; (iii) higher average selling price of the Company's chip-on-board camera module products due to the Group's focus on higher-end product sales; and (iv) tax savings driven by the lower corporate tax rate enjoyed by Dongguan Cowell Optic Electronics Co., Ltd., an indirect wholly-owned subsidiary of the Company, due to its High New Technology Enterprise status.

The information contained in this announcement is only based on a preliminary assessment by the Board on the Management Accounts, which has not been finalized or reviewed by the Company's auditors or the audit committee of the Company. Further details of the Company's performance will be disclosed when the interim results of the Company for the six-month period ending 30 June 2017 is expected to be published on or before 31 August 2017. Due to the expected improvement in the Group's profit for the Period mentioned above, the Board believed that the financial position of the Group remains sound and healthy and is positive on the long-term prospect of the Group.

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

By the order of the Board of
Cowell e Holdings Inc.
Seong Seokhoon
Chairman

Hong Kong, 15 June, 2017

As at the date of this announcement, the Board comprises Mr. Kim Kab Cheol, Mr. Seong Seokhoon and Mr. Lee Dong Goo as executive Directors; and Mr. Kim Chan Su, Dr. Song Si Young and Mr. Andrew Look as independent non-executive Directors.