新鴻基有限公司
SUN HUNG KAI & CO. LIMITED

(Incorporated in Hong Kong with limited liability)
(Stock Code: 86)

POSITIVE PROFIT ALERT

This announcement is made by Sun Hung Kai & Co. Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09(2)(a) 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 of directors (the "Board") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on the current information available to management and a preliminary review and assessment of the latest unaudited consolidated management accounts of the Group for the six months ended 30 June 2017 ("the "Management Accounts"), the unaudited consolidated profit attributable to the owners of the Company ("Attributable Profit") for the first half of 2017 will show a very substantial increase from the first half of 2016. It is anticipated that the Attributable Profit for the period ended 30 June 2017 will increase by over 150% from HK$276.2 million for the period ended 30 June 2016. The estimated increase in Attributable Profit in the first half of 2017 is mainly attributable to the stronger performance of the Company's Principal Investments segment and an increase in profit contribution from the Consumer Finance business.

As the Company is in the process of preparing the interim results of the Group for the six months ended 30 June 2017 (the "Unaudited Interim Results"), the information above is based on management's preliminary review of the Management Accounts which has not been reviewed by the auditor or Audit Committee of the Company. The Unaudited Interim Results should be announced mid August 2017.

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

On behalf of the Board
Sun Hung Kai & Co. Limited
Peter Anthony Curry
Executive Director

Hong Kong, 21 July 2017

As at the date of this announcement, the Board comprises:

Executive Directors:
Messrs. Lee Seng Huang *(Group Executive Chairman)*, Simon Chow Wing Charn and Peter Anthony Curry

Non-Executive Director:
Mr. Jonathan Andrew Cimino

Independent Non-Executive Directors:
Mr. David Craig Bartlett, Mr. Alan Stephen Jones, Ms. Jacqueline Alee Leung and Mr. Peter Wong Man Kong