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China Partytime Culture Holdings Limited

中國派對文化控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1532)

PROFIT WARNING

This announcement is made by the China Partytime Culture 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 of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to the Group and the preliminary assessment by the Company’s management with reference to the unaudited management accounts of the Group for the six months ended 30 June 2017, the Group is expected to record a decrease in net profit attributable to equity holders of the Company of approximately 43% for the six months ended 30 June 2017 as compared with that for the six months ended 30 June 2016. Such decrease is primarily attributable to (i) a decrease in the gross profit margin resulting from the increase in the cost of operation; and (ii) the increase in research and development expenses for the enhancement of product variety and the development of patents and techniques for the PRC market.

The Company has yet to finalise the interim results of the Group for the six months ended 30 June 2017. The information contained in this announcement is only based on a preliminary assessment by the management of the Company with reference to the information currently available that includes the unaudited consolidated management accounts of the Group for the six months ended 30 June 2017, which have not been reviewed by the Company’s auditors or the Audit Committee of the Board. Details of the Group’s financial performance will be disclosed in the interim results announcement of the Group which will be issued in August 2017.

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

By order of the Board
China Partytime Culture Holdings Limited
Lin Xin Fu
Chairman

Hong Kong, 31 July 2017

As at the date of this announcement, the Board comprises (i) one Executive Director, namely Mr. Lin Xin Fu; (ii) one Non-executive Director, namely Ms. Chen Sheng; and (iii) three Independent Non-executive Directors, namely Mr. Leung Siu Hong; Mr. Chen Wen Hua and Ms. Peng Xu.