GROUP

S.A.S. Dragon Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 1184)

POSITIVE PROFIT ALERT
FOR THE SIX MONTHS ENDED 30 JUNE 2017

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform shareholders of the Company and potential investors that, based on the information currently available to the Company, it expected that the unaudited consolidated profit attributable to owners of the Company for the six months ended 30 June 2017 will be no less than HK$118,000,000, representing an increase by more than 50% as compared to the unaudited consolidated profit attributable to owners of the Company for the six months ended 30 June 2016.

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

This announcement is made by S.A.S. Dragon 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) of Part XIVA of the Securities and Future Ordinance (Cap. 571, Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform shareholders of the Company and potential investors that, based on the information currently available to the Company, it expected that the unaudited consolidated profit attributable to owners of the Company for the six months ended 30 June 2017 will be no less than HK$118,000,000, representing an increase by more than 50% as compared to the unaudited consolidated profit attributable to owners of the Company for the six months ended 30 June 2016. Such increase are mainly attributable to (i) the significant increase of the Group's revenue as compared to the same recorded during the six months ended 30 June 2016 and (ii) due to the change of product line mix, the increase of the Group's gross profit and gross profit margin as compared to the same recorded during the six months ended 30 June 2016.

The Company is in the process of finalizing the consolidated financial results of the Group for the six months ended 30 June 2017. The information contained in this announcement represents only a preliminary assessment by the Company of the unaudited consolidated management account of the Group for the six months ended 30 June 2017 and the information currently available to the Company. Shareholders of the Company and potential investors should read the Group's financial results announcement for the six months ended 30 June 2017 carefully, which is expected to be published by the end of August 2017.

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

By order of the Board
S.A.S. Dragon Holdings Limited
Yim Yuk Lun, Stanley
Chairman and Managing Director

Hong Kong, 15 August 2017

As at the date of this announcement, the Board comprises four executive directors, namely, Mr. Yim Yuk Lun, Stanley, Mr. Wong Sui Chuen, Mr. Yim Tsz Kit, Jacky and Mr. Wong Wai Tai and four independent non-executive directors, namely, Dr. Lui Ming Wah SBS JP, Mr. Wong Tak Yuen, Adrian, Mr. Liu Chun Ning, Wilfred and Mr. Cheung Chi Kwan.