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New Century Group Hong Kong Limited
新世紀集團香港有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 234)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record an increase of over 20% in profit attributable to owners of the Company for the six months ended 30 September 2017 as compared to that of the corresponding period in 2016.

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

This announcement is made by New Century Group Hong Kong 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “SFO”).

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 information currently available to the Company, the Group is expected to record an increase of over 20% in profit attributable to owners of the Company for the six months ended 30 September 2017 as compared to that of the corresponding period in 2016. Such increase was mainly attributable to (i) net realized and unrealized fair value gains of equity investments at fair value through profit or loss of approximately HK\$28 million (2016: approximately HK\$15 million); and (ii) increase in fair value gains on investment properties even though there was a decrease in charter service income from the cruise ship named “Leisure World”, which entered dry dock for two months after a fire incident occurred on 11 May 2017.

** For identification purpose only*

The information contained in this announcement is only a preliminary assessment based on the unaudited management accounts of the Group, which have not been audited or confirmed by the Company's auditor. The Company is in the process of finalising the interim results of the Group for the six months ended 30 September 2017 which is expected to be published by the end of November 2017.

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

On behalf of the Board

Ng Wee Keat

Chairman

Hong Kong, 7 November 2017

As at the date of this announcement, the Board comprises Mr. Ng Wee Keat (Chairman), Ms. Sio Ion Kuan (Deputy Chairman), Ms. Ng Siew Lang, Linda (Chief Operating Officer), Ms. Lilian Ng, Ms. Chen Ka Chee and Mr. Yu Wai Man as executive directors and Mr. Cheung Chun Kwok, Mr. Kwan Kai Kin, Kenneth and Mr. Ho Yau Ming as independent non-executive directors.