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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

PROFIT WARNING

This announcement is made by AV Concept Holdings Limited ("**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 ("**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules).

The board ("**Board**") of directors of the Company wishes to inform the shareholders of the Company and potential investors that based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group and the information currently available to the Group, the Group is expected to record a decline of approximately 40% to 50% in the net profit of the Group for the six months ended 30 September 2017 (the "**Relevant Period**") as compared with that for the same period last year. The net profit of the Group for the same period last year amounted to approximately HK$119.9 million.

The Board is of the view that such decrease in the results is mainly attributable to the fair value loss of the Group's equity investments at fair value through profit or loss and no disposal of equity investments at fair value through profit or loss during the Relevant Period, as compared to a significant net gain in fair value of equity investments at fair value through profit or loss for the six months ended 30 September 2016.

The Company is still in the process of finalising its unaudited consolidated financial results of the Group for the Relevant Period. The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts and information currently available to the Board, which have not yet been audited nor reviewed by the auditor of the Company and may be subject to adjustment. The consolidated interim results of the Group for the six months ended 30 September 2017 are expected to be announced on 28 November 2017 pursuant to the requirements of the Listing Rules.

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

On behalf of the Board
AV Concept Holdings Limited
So Yuk Kwan
Chairman

Hong Kong, 20 November 2017

As at the date of this announcement, the Board comprises four executive directors, Dr. So Yuk Kwan (Chairman), Mr. So Chi On, Mr. So Kevin Chi Heng and Mr. So Chi Sun Sunny and three independent non-executive directors, Dr. Lui Ming Wah, SBS, JP, Mr. Charles E. Chapman and Mr. Wong Ka Kit.