易生活控股有限公司
Elife Holdings Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 223)

PROFIT WARNING

This announcement is made by Elife 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 (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the information currently available to the Company and the preliminary review on the Group's unaudited consolidated management accounts for the six months ended 30 September 2017, the Group is expected to record an approximately 78% increase in revenue for the six months ended 30 September 2017 as compared with that for the six months ended 30 September 2016, but the loss attributable to owners of the Company for the six months ended 30 September 2017 is expected to be approximately 2.9 times higher than that for the six months ended 30 September 2016.

Based on the relevant information currently available to the Company, the Board considers that the increase in revenue is primarily due to a substantial increase in volume of trading consumer products and the newly acquired subsidiary that has already generated revenue from esmart terminal business during the six months ended 30 September 2017. The expected increase in loss attributable to owners of the Company for the six months ended 30 September 2017 is primarily attributable to the non cash share-based payment of approximately HK$45 million, increase in staff costs, legal and professional fee and R&D expenses of approximately 16.5 million.

The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended 30 September 2017 and other information currently available to the Group, and is not based on any financial data or information that have been audited or reviewed by the auditors of the Company. The interim results announcement of the Company for the six months ended 30 September 2017 will be released on Thursday, 30 November 2017.

By order of the Board
Elife Holdings Limited
Chow Chi Fai
Company Secretary

Hong Kong, 20 November 2017

As at the date of this announcement, the executive Directors are Mr. Zhang Xiaobin, Mr. Gao Feng and Mr. Chiu Sui Keung, the non-executive Directors are Mr. Zhang Yichun, Mr. Shao Zili, and Ms. Xu Ying, and the independent non-executive Directors are Mr. Cheng Wing Keung Raymond, Mr. Lam Williamson, Mr. Wong Hoi Kuen and Dr. Lam Lee G.