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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 ten months ended 31 October 2017, the Group expects to record a substantial decrease in the net profit for the year ended 31 December 2017 as compared with that for the year ended 31 December 2016. Such decrease is primarily attributable to (i) a decline in turnover due to a drop in the demand of the Group's products in overseas markets; (ii) an increase in the costs for certain major raw material and packaging material; and (iii) as mentioned in the interim report, there was an 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 annual results of the Group for the year ended 31 December 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, which have not been reviewed or audited by the Company's auditors or reviewed by the Audit Committee of the Board. The audited results of the Group for the year ended 31 December 2017 may be different from what is disclosed herein. Details of the audited financial information of the Group will be disclosed in the annual results announcement of the Company for the year ended 31 December 2017 which is expected to be published in March 2018.

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, 2 January 2018

As at the date of this announcement, the Board comprises (i) three Executive Directors, namely Mr. Lin Xin Fu, Mr. Ma Chi Kwan and Mr. Phen Chun Shing, Vincent; (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.