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WONG'S KONG KING INTERNATIONAL (HOLDINGS) LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 532)

POSITIVE PROFIT ALERT

This announcement is made by Wong's Kong King International (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 and Part XIVA of the Securities and Futures Ordinance (Chapter 571, 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 a preliminary assessment of the unaudited consolidated financial statements of the Group for the year ended 31 December 2017, the Group is expected to record an increase in the profit attributable to the equity holders of the Company for the year ended 31 December 2017 of not less than 90% as compared with the previous year. The increase is primarily due to an improvement in the overall performance of the business operations of the Group during the period.

The information contained in this announcement is based on a preliminary review by the management of the Company of the financial information currently available to it and is not based on any figures or information that has been audited or reviewed by the auditors of the Company. Shareholders and potential investors should read the Group's annual financial results announcement for the year ended 31 December 2017 carefully, which is expected to be published at the end of March 2018.

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

By Order of the Board

Wong's Kong King International (Holdings) Limited

Senta Wong

Chairman

Hong Kong, 25 January 2018

As at the date of this announcement, the executive directors of the Company are Mr. Senta Wong, Mr. Edward Ying-Chun Tsui, Mr. Byron Shu-Chan Ho, Mr. Bengie Man-Hang Kwong, Mr. Vinci Wong and Mr. Victor Jui-Shum Chang; the non-executive directors are Mr. Hamed Hassan El-Abd and Mr. Hsu Hung Chieh; and the independent non-executive directors are Mr. Philip Wan-Chung Tse, Dr. Leung Kam Fong, Dr. Yip Wai Chun and Mr. Arnold Hin Lin Tse.