新鴻基有限公司
SUN HUNG KAI & CO. LIMITED

(Incorporated in Hong Kong with limited liability)
(Stock Code: 86)

POSITIVE PROFIT ALERT

This announcement is made by Sun Hung Kai & Co. Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "Board") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on the current information available to management and a preliminary review and assessment of the latest unaudited consolidated management accounts of the Group for the year ended 31 December 2017 ("the "Management Accounts"), the profit attributable to the owners of the Company ("Attributable Profit") for the year ended 31 December 2017 will show a significant increase from the year ended 31 December 2016. The estimated increase in Attributable Profit for 2017 is mainly attributable to the stronger performance of the Company's Principal Investments segment and an increase in the profit contribution from the Consumer Finance business.

As the Company is in the process of preparing the annual results of the Group for the year ended 31 December 2017 (the "Annual Results"), the information above is based only on management's preliminary assessment of the Management Accounts which has not been reviewed or audited by the auditor or Audit Committee of the Company. The audited Annual Results should be announced in the second half of March 2018.

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

By Order of the Board
Sun Hung Kai & Co. Limited
Peter Anthony Curry
Executive Director

Hong Kong, 26 January 2018

As at the date of this announcement, the Board comprises:

Executive Directors:
Messrs. Lee Seng Huang *(Group Executive Chairman)*, Simon Chow Wing Charn and Peter Anthony Curry

Non-Executive Director:
Mr. Jonathan Andrew Cimino

Independent Non-Executive Directors:
Mr. David Craig Bartlett, Mr. Alan Stephen Jones, Ms. Jacqueline Alee Leung and Mr. Peter Wong Man Kong