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51 CREDIT CARD INC.
51 信用卡有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2051)

POSITIVE PROFIT ALERT

This announcement is made by 51 Credit Card Inc. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules (the "**Listing Rules**") Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and the inside information provisions 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 shareholders and potential investors of the Company that based on the preliminary assessment of the unaudited consolidated management accounts of the Group and information currently available, the Group expects to record a significant consolidated net profit for the six months ended 30 June 2018 as compared to a consolidated net loss for the six months ended 30 June 2017, which is primarily attributable to (i) the fair value gain upon the conversion of redeemable convertible preferred shares as a result of the completion of the global offering and the listing of shares of the Company on the Main Board of the Stock Exchange in July 2018; and (ii) a year-on-year growth in the revenue for the six months ended 30 June 2018.

The information contained in this announcement is only based on the preliminary assessment of the unaudited consolidated management accounts of the Group and other information currently available to the Group which have not been reviewed or audited by the auditor of the Company. The Group is still in the process of finalizing the interim results for the six months ended 30 June 2018 which is expected to be published by the end of August 2018.

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

By order of the Board
51 Credit Card Inc.
Sun Haitao
Chairman, Chief Executive Officer and Executive Director

2 August 2018

As at the date of this announcement, the Board comprises Mr. Sun Haitao, Mr. Yang Yuzhi and Mr. Zhao Ke as executive Directors; Ms. Zou Yunli as a non-executive Director; and Mr. Wong Ti, Mr. Wang Zhaocheng and Mr. Ye Xiang as independent non-executive Directors.