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英皇文化產業集團有限公司
Emperor Culture Group Limited

(Incorporated in Bermuda with limited liability)
(Stock Code: 491)

PROFIT WARNING

This announcement is made by Emperor Culture Group Limited (the “**Company**”) (together with its subsidiaries collectively referred to as 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 (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) 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 for the year ended 30 June 2018 (the “**Year**”) and information currently available to the Company, the loss attributable to the owners of the Company for the Year is expected to increase substantially as compared with that for the year ended 30 June 2017. Such increase is mainly attributable to (i) the increase in fair value loss derived from the financial assets under the segment of investment in securities; (ii) the increase in impairment loss on goodwill; and (iii) a non-recurring gain on disposal of associates which was recorded in the previous year.

As the Group’s annual results for the Year have not yet been finalised by the Company’s auditor, the information contained in this announcement is only a preliminary assessment by the management of the Company which is based on the latest financial information available to the management. Shareholders and potential investors of the Company are advised to refer to the annual results announcement of the Company for the Year which is expected to be released by end of September 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
Emperor Culture Group Limited
Fan Man Seung, Vanessa
Chairperson

Hong Kong, 10 August 2018

As at the date hereof, the Board comprises:

Executive Directors:

Ms. Fan Man Seung, Vanessa
Mr. Wong Chi Fai
Mr. Yeung Ching Loong, Alexander
Ms. Shirley Percy Hughes

Independent Non-Executive Directors:

Mr. Ng Hoi Yue
Ms. Chan Sim Ling, Irene
Mr. Ho Tat Kuen