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SKYWORTH

SKYWORTH DIGITAL HOLDINGS LIMITED

(創維數碼控股有限公司)*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00751)

POSITIVE PROFIT ALERT

This announcement is made by Skyworth Digital Holdings Limited (the “**Company**” together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“**SFO**”).

The board of directors of the Company (the “**Board**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group, the Company is expected to record a net profit for the six months ended 30 September 2018 as compare to the net loss recorded for the six months ended 30 September 2017.

Based on the information currently available to the Group, the expected net profit of the Group is mainly attributable to: (1) the iterative updates on Company’s products (i.e. television), and so forth, which led to an increase on profit margin; and (2) the Group had implemented various measures on cost control and on reduction of expenditures.

The Company is in the process of preparing the interim results of the Group for the six months ended 30 September 2018. The information contained in this announcement is only based on the preliminary assessment of the Board with reference to the unaudited consolidated management accounts of the Group for the six months ended 30 September 2018 currently available which have not been audited or reviewed by the auditors of the Company, and may be subjected to adjustment(s) after review. Details of the financial information of the Group will be disclosed in the interim results announcement and the interim report of the Company to be published in accordance with the requirements under the Listing Rules.

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

By order of the Board
Skyworth Digital Holdings Limited
Lai Weide
Chairman of the Board

Hong Kong, 9 November 2018

As at the date of this announcement, the Board of the Company comprises Mr. Lai Weide as the Chairman of the Board; Mr. Liu Tangzhi as executive director and the chief executive officer; Ms. Lin Wei Ping, Mr. Shi Chi and Mr. Lin Jin as executive directors; and Mr. Li Weibin, Mr. Cheong Ying Chew, Henry and Mr. Li Ming as independent non-executive directors.

** For identification purpose only*