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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).

As disclosed in the Company’s announcement dated 9 November 2018, the Group reported positive profit alert in respect of its financial results for the six months ended 30 September 2018. Such positive results have continued. The board of directors of the Company (the “**Board**”) would like to inform shareholders of the Company (“**Shareholders**”) and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group for the nine months ended 31 December 2018, the Company expects to record a profit after taxation for the nine months ended 31 December 2018 that represents an increase of at least 20% compared to that for the twelve months ended 31 March 2018. In case of comparison with the unaudited profit after taxation for the corresponding nine months period from 1 April 2017 to 31 December 2017, the Company expects to record an increase in profit after taxation of not less than 100%.

Based on the information currently available to the Group, the expected increase in profit after taxation of the Group represents a continuation of the Group’s profitable operations which resulted from the implementation of reform and upgrade strategy, the products reform, streamline of organizational personnel structure and the adoption of cost control and reduction of expenditures measures.

The Company is in the process of preparing the final results of the Group for the nine months ended 31 December 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 nine months ended 31 December 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 final results announcement and the annual 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, 14 March 2019

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.

**Translation for identification purposes only*