

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



BINGO GROUP HOLDINGS LIMITED

比高集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code : 8220)

PROFIT WARNING

This announcement is made by the Company pursuant to Inside Information Provisions under Part XIVA of the SFO and Rule 17.10(2)(a) of the GEM Listing Rules.

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a loss for the year ended 31 March 2014 as compared to the profit recorded for the year ended 31 March 2013.

This profit warning announcement is merely based on a preliminary review of the Group's unaudited consolidated management accounts for the year ended 31 March 2014. The Group's actual unaudited annual results for the year ended 31 March 2014 have yet to be finalised. The Group's unaudited annual results for the year ended 31 March 2014 are expected to be announced by June 2014.

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

This announcement is made by Bingo Group Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Inside Information Provisions (as defined under the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**")) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the "**SFO**") and Rule 17.10(2)(a) of the GEM Listing Rules.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders of the Company and potential investors that based on the current information available, the Group’s annual results are expected to record a loss for the year ended 31 March 2014 as compared to the profit recorded for the year ended 31 March 2013. The Board believes that the loss may be primarily due to (i) the Chinese language motion picture titled “Journey to the West: Conquering the Demons” released in China, Hong Kong and certain Asian regions during the first season of 2013, which generated gross revenue of approximately HK\$74 million in the last year, while the Company did not invest in the sector of film entertainment in a large scale during the year ended 31 March 2014; and (ii) impairment of certain intangible assets during the year ended 31 March 2014.

The information contained in this announcement is merely based on the preliminary assessment of the management of Company on the Group’s unaudited consolidated management accounts for the year ended 31 March 2014, and not any figures or information audited or reviewed by the auditors of the Company. The Company is still ascertaining the Group’s annual results for the year ended 31 March 2014. Details of the Group’s financial information and performance will be disclosed when the Group announces its annual results for the year ended 31 March 2014, and the announcement for the annual results is expected to be published by June 2014.

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

By order of the Board
Bingo Group Holdings Limited
Chan Cheong Yee
Executive Director

Hong Kong, 29 May 2014

As at the date of this announcement, the Board comprises Mr. Chiau Sing Chi, Ms. Chow Man Ki Kelly, Mr. Chan Cheong Yee, Mr. Chong Lee Chang and Mr. Lau Man Kit as executive Directors; Mrs. Chin Chow Chung Hang, Roberta as non-executive Director; and Mrs. Chen Chou Mei Mei, Vivien, Mr. Chum Kwan Yue, Desmond and Mr. Wong Chak Keung as independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website (www.hkgem.com) for at least 7 days from its date of publication and on the website of the Company (www.bingogroup.com.hk).