

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.



ENTERPRISE DEVELOPMENT HOLDINGS LIMITED

企展控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1808)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review on the unaudited management accounts of the Group and information currently available to the Board, the Group expect that the consolidated profit attributable to equity shareholders of the Company for the year ended 31 December 2015 may decrease by around 40% as compared to RMB11,472,000 for the year ended 31 December 2014.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

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

The board (the “**Board**”) of directors (the “**Directors**”) of Enterprise Development Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review on the unaudited management accounts of the Group and information currently available to the Board, the Group expect that the consolidated profit attributable to equity shareholders of the Company for the year ended 31 December 2015 may decrease by around 40% as compared to

RMB 11,472,000 for the year ended 31 December 2014. The decrease was mainly due to, including but not limited to, (i) the increase of distribution expenses due to the increase in staff costs of the software business; (ii) the increase of general and administrative expenses due to the increase of staff costs, legal and professional fee, entertainment and travelling; (iii) the increase of other net losses due to the loss on early redemption of promissory note; and (iv) the increase of finance costs due to the increase of imputed interest expenses on promissory notes.

As the Company is still in the process of finalizing the consolidated annual results of the Group for the year ended 31 December 2015, the information contained in this announcement is only based on the preliminary review and assessment by the Board of the unaudited management accounts of the Group and other information currently available, and such information has not been audited by the Company's auditor. Shareholders of the Company and potential investors are advised to read carefully the announcement of the annual results of the Group for the year ended 31 December 2015 which is expected to be released in March 2016.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Enterprise Development Holdings Limited
Lam Kai Tai
Chairman

Hong Kong, 24 March 2016

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Lam Kai Tai (Chairman), Mr. Kwok Ho On Anthony, Mr. Wang Jun and Mr. Wong Ho Sing, and three independent non-executive Directors, namely Mr. Yau Yan Ming Raymond, Ms. Hu Gin Ing and Mr. Liu Kam Lung.