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## **POSITIVE PROFIT ALERT**

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 SFO.

The Board wishes to inform shareholders of the Company and potential investors that it is expected that the audited consolidated net profit of the Group for the year ended 31 December 2013 will increase as compared to the corresponding period last year. The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2013, which have not been reviewed and approved by the Company's audit committee and are still being reviewed by the Company's auditors.

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

This announcement is made by Founder Holdings Limited (the "**Company**", together with its subsidiaries 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 (Cap. 571, Laws of Hong Kong) (the "**SFO**").

The board of directors of the Company (the "**Board**") wishes to inform shareholders of the Company and potential investors that it is expected that the audited consolidated net profit of the Group for the year ended 31 December 2013 will increase as compared to the corresponding period last year.

The increase in the consolidated net profit of the Group is primarily due to the net effect of (including but not limited to): (i) gain on the transfer and assignment of patents and intellectual properties by the Group; (ii) increase in fair value gains on investment properties; and (iii) decrease in revenue as results of decrease in sales of software development and systems integration for media and non-media sector, all of which during the period from 1 January 2013 to 31 December 2013.

The Company is still in the process of finalising the financial statements of the Group for the year ended 31 December 2013. The information contained in this announcement is only based on the preliminary assessment by the management of the Company with reference to the unaudited consolidated management accounts of the Group, but not based on any financial data or information that has been audited or reviewed by the Company's auditor. Details of the Group's financial performance will be disclosed in the annual results announcement of the Company for the year ended 31 December 2013, which is expected to be published before the end of March 2014. Shareholders and potential investors are advised to read carefully such results announcement.

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

By order of the Board of  
**Founder Holdings Limited**  
**Fang Zhong Hua**  
*Chairman*

Hong Kong, 13 March 2014

*As at the date of this announcement, the Board comprises executive directors of Mr Fang Zhong Hua (Chairman), Professor Xiao Jian Guo (Deputy Chairman), Professor Yang Bin (President), Ms Yi Mei, Mr Li Sheng Li and Ms Liu Yu Xiao, and the independent non-executive directors of Mr Li Fat Chung, Ms Wong Lam Kit Yee and Mr Fung Man Yin, Sammy.*

\* *For identification purpose only*