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FOUNDER HOLDINGS LIMITED
方正控股有限公司 *

(Incorporated in Bermuda with limited liability)

(Stock Code: 00418)

POSITIVE PROFIT ALERT

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 board of directors of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment of the unaudited management accounts of the Group and information currently available to the Board, the consolidated profit of the Group for the year ended 31 December 2017 attributable to owners of the parent will be increased by at least 100% as compared to the corresponding period last year. The increase in the consolidated net profit of the Group is primarily due to: (1) increase in sales of font library business; (2) gain on transfer of the intangible assets, the details of which are set out in the announcement of the Company dated 28 December 2016; (3) increase in fair value gains on investment properties; and (4) increase in other interest income and foreign exchange gains.

The Company is still in the process of finalising the financial statements of the Group for the year ended 31 December 2017. 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 2017, which is expected to be published by the end of March 2018. 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
Founder Holdings Limited
Cheung Shuen Lung
Chairman

Hong Kong, 5 March 2018

As at the date of this announcement, the board of directors of the Company comprises executive directors of Mr Cheung Shuen Lung (Chairman), Mr Shao Xing (President), Ms Zuo Jin, Mr Hu Bin, Mr Cui Yun Tao and Ms Liao Hang, and the independent non-executive directors of Mr Li Fat Chung, Ms Wong Lam Kit Yee and Mr Chan Chung Kik, Lewis.

** For identification purposes only*