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PEACE MAP HOLDING LIMITED

天下圖控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 402)

PROFIT WARNING

This announcement is made by Peace Map Holding 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 (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on a preliminary review by the Company’s management of the unaudited consolidated management accounts of the Group, it is expected that the consolidated results of the Group may record a substantial increase in the loss for the six months ended 30 June 2016 as compared with the corresponding period in 2015. The estimated loss for the six months ended 30 June 2016 is likely to be resulted from, among other things, (i) the imputed interest expenses in respect of the outstanding convertible notes of approximately HK\$23 million (2015: HK\$36 million); (ii) amortisation of certain intangible assets of approximately HK\$23 million (2015: HK\$31 million); and (iii) the absence of a fair value gain on the derivative component of convertible notes (2015: a fair value gain on the derivative component of convertible notes of HK\$64 million).

As the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2016, the information contained in this announcement is only based on a preliminary assessment by the Company’s management of the unaudited consolidated management accounts of the Group, which have not been reviewed or audited by the auditor of the Company, and are subject to possible adjustments arising from further review. The unaudited interim results of the Group for the six months ended 30 June 2016 are expected to be announced on or after 25 August 2016.

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

By Order of the Board
Peace Map Holding Limited

FENG Tao

Executive Director and Chief Financial Officer

Hong Kong, 18 August 2016

As at the date of this announcement, the executive directors of the Company are Mr. GUAN Hongliang (Chairman), Mr. WANG Zheng (Chief Executive Officer), Mr. ZHU Dong (Deputy Chief Executive Officer) and Mr. FENG Tao (Chief Financial Officer) and the independent non-executive directors of the Company are Mr. ZHANG Songlin, Mr. ZHAI Shenggang and Mr. KANG Hua.