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Qinqin Foodstuffs Group (Cayman) Company Limited
親親食品集團(開曼)股份有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1583)

PROFIT WARNING

This announcement is made by Qinqin Foodstuffs Group (Cayman) Company Limited (the “**Company**”), and together with its subsidiaries, 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Reference is made to the listing document of the Company dated 24 June 2016 (the “**Listing Document**”). Capitalised terms used in this announcement shall have the same meanings as those defined in the Listing Document unless otherwise defined herein.

The Board wishes to inform the Shareholders and potential investors that after a preliminary review on the Group’s unaudited consolidated management accounts for the six months ended 30 June 2016, the Board expects:

- (i) a decline in the revenue and gross profit of the Group for the six months ended 30 June 2016 by approximately 10% and 7% respectively as compared to that for the corresponding period in 2015, mainly as the Group did not engage in any sales and marketing campaign of a scale similar to an enhanced sales and marketing campaign it conducted in the first half of 2015 which had a short term positive effect on the revenue and gross profit for that period, as mentioned in the Listing Document; and
- (ii) the profit attributable to shareholders of the Company for the six months ended 30 June 2016 would be approximately RMB19 million, representing a decrease of approximately RMB16 million as compared to that for the corresponding period in 2015, which is mainly attributable to the recognition of one-off listing expenses of approximately RMB21 million in the consolidated income statement of the Group for the six months ended 30 June 2016 in connection with the listing of the shares of the Company on the Main Board of The Stock Exchange of Hong Kong Limited on 8 July 2016.

The Company is still in the process of finalising the financial results of the Group for the six months ended 30 June 2016. This profit warning announcement is only based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group which are subject to finalisation and other potential adjustments, if any, and have not been confirmed or audited by the Company's auditor. Shareholders and potential investors of the Company are advised to read carefully the results announcement of the Company for the six months ended 30 June 2016, which is expected to be published in August 2016.

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

By Order of the Board of
Qinqin Foodstuffs Group (Cayman) Company Limited
Hui Lin Chit
Chairman and non-executive Director

Hong Kong, 5 August 2016

As of the date of this announcement, the Board comprises 12 directors, of which six are non-executive Directors, namely Mr. Hui Lin Chit (Chairman), Mr. Sze Man Bok, Mr. Hui Ching Lau, Mr. Wu Huolu, Mr. Wu Sichuan and Mr. Wu Yinhang; two are executive Directors, namely Mr. Cheng Yong (Chief Executive Officer) and Mr. Wong Wai Leung (Chief Financial Officer); and four are independent non-executive Directors, namely Mr. Cai Meng, Mr. Chan Yiu Fai Youdey, Mr. Ng Swee Leng and Mr. Paul Marin Theil.