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REORIENT GROUP LIMITED

瑞東集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 376)

POSITIVE PROFIT ALERT FOR THE 2014 ANNUAL RESULTS

This announcement is made by the Company pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”)) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board of directors (the “Board”) of Reorient Group Limited (the “Company”, together with its subsidiaries, the “Group”) wishes to inform the shareholders of the Company and potential investors that, based on a preliminary review and analysis of the information currently available to the Company, it is expected that for the year ended 31 December 2014, the Company will record a turnaround to profit as compared to the consolidated net loss of approximately HK\$87.4 million for the previous financial year ended 31 December 2013. Such turnaround is mainly due to the profit brought by the unrealized holding gains from the proprietary investments held by the Group as part of the arrangements relating to certain corporate finance engagements.

Based on a preliminary review and analysis of the information currently available to the Company, the proprietary investments have contributed more than HK\$900 million in unrealized holding gains for the year. Shareholders and potential investors should be cautioned that the vast majority of the unrealized holding gain is from one investment, which was the subject of the Company’s announcement dated 21 August 2014. The value of such investments and hence the amount of the Group’s unrealized holding gains may significantly fluctuate from time to time as a result of the changes in market value of the investments. The Company expects that it will record a consolidated net profit after taxation in excess of HK\$750 million for the year ended 31 December 2014.

The Company is still in the process of finalizing the Group’s annual results for the year ended 31 December 2014. The information contained in this announcement is based on a preliminary review and the information currently available to the Group. The overall financial results of the Group for the year ended 31 December 2014 will only be ascertained when all the relevant results and corresponding treatments are finalized.

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
REORIENT Group Limited
Ko Chun Shun, Johnson
Chairman

Hong Kong, 5 January 2015

As at the date of this announcement, the Board comprises Mr. Ko Chun Shun, Johnson, Mr. Jason Boyer, Mr. Brett McGonegal, Mr. Chen Shengjie, Ms. Ko Wing Yan, Samantha and Mr. Tsoi Tong Hoo, Tony (who are executive directors), Mr. Dorian M. Barak (who is a non-executive director) and Mr. Liu Zhengui, Mr. Ding Kebai, and Mr. Chu Chung Yue, Howard and Dr. Wong Yau Kar, David, BBS, JP (who are independent non-executive directors).