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China Soft Power Technology Holdings Limited

中國軟實力科技集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 139)

POSITIVE PROFIT ALERT

This announcement is made by China Soft Power Technology Holdings 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 of 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 (the “**Shareholders**”) and the potential investors that, based on a preliminary assessment of the latest financial information of the Group and other information currently available to the Board, the Group is expected to record a profit for the six months ended 30 September 2017 as compared to a loss for the corresponding period of last year. The Board considers that the aforesaid turnaround from loss to profit was principally attributable to the aggregate profit contribution of approximately HK\$412 million, namely: (i) dividend income (special cash dividend and distribution in specie in listed securities) from equity investments of approximately HK\$157 million; and (ii) fair value gains on equity investments at fair value through profit or loss of approximately HK\$255 million.

The information contained in this announcement is only a preliminary assessment by the Company’s management based on the unaudited management accounts of the Group for the six months ended 30 September 2017, which have not been audited or reviewed by the Company’s auditors. Further details of the Group’s performance will be disclosed when the interim results of the Group for the six months ending 30 September 2017 are announced.

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
China Soft Power Technology Holdings Limited
Chen Xiaodong
Chairman

Hong Kong, 9 October 2017

As at the date of this announcement, the Board comprises:

Executive Directors

Mr. Chen Xiaodong (*Chairman*)

Mr. Yu Qingrui

Ms. Lam Hay Yin

Ms. Lee Chau Man Ada

Independent Non-executive Directors

Mr. Kwok Chi Kwong

Mr. Chen Youchun

Mr. Mai Qijian