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KEE Holdings Company Limited
開易控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2011)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and the Inside Information Provisions.

The Board wishes to inform the shareholders and potential investors of the Company that, based on the information currently available to the Company and the preliminary assessment by the Company's management with reference to the unaudited management accounts of the Group for the five months ended 31 May 2014, net profit of the Group for the six months ended 30 June 2014 is expected to record a significant increase as compared to the corresponding period in 2013.

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

This announcement is made by KEE Holdings Company 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 (the "**Inside Information Provisions**") under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders and potential investors of the Company that, based on the information currently available to the Company and the preliminary assessment by the Company's management with reference to the unaudited management accounts of the Group for the five months ended 31 May 2014, net profit of the Group for the six months ended 30 June 2014 is expected to record a significant increase as compared to the corresponding period in 2013. The Board believes that such increase in net profit is primarily attributable to the increase on turnover and the effective cost control.

The information contained in this announcement is only based on the information currently available to the Company and the preliminary assessment by the Company's management with reference to the unaudited management accounts for the five months ended 31 May 2014, which

have not been audited or reviewed by the Company's auditors. The interim results of the Group for the six months ended 30 June 2014 will be announced in August 2014.

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

By Order of the Board
KEE Holdings Company Limited
Xu Xipeng
Chairman

Hong Kong, 23 June 2014

As at the date of this announcement, the executive Directors are Mr. Xu Xipeng, Mr. Xu Xinan and Mr. Chow Hoi Kwang, Albert; the non-executive Director is Mr. Yang Shaolin; and the independent non-executive Directors are Mr. Lin Bin, Mr. Kong Hing Ki and Mr. Tam Yuk Sang, Sammy.