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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 of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors of the Company that, based on a preliminary assessment of the Group's unaudited consolidated accounts for the six months ended 30 June 2016, it is expected that the Group may record an increase of approximately 500% in the consolidated net profit attributable to the equity shareholders for the six months ended 30 June 2016 as compared to the corresponding period in 2015.

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 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 of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the Group's unaudited consolidated accounts for the six months ended 30 June 2016, it is expected the Group may record an increase of approximately 500% in consolidated net profit attributable to the equity shareholders as compared to the corresponding period in 2015.

The increase in net profit was mainly attributable to the gain arising from (i) the disposal of the Company's interests in KEE (Jingmen) Garment Accessories Limited; and (ii) the disposal of the properties in the People's Republic of China and Hong Kong, of approximately HK\$35,000,000. The details of the disposals were disclosed in the circular of the Company dated 21 December 2015.

The Company is still in the course of preparing the Group's interim results for the six months ended 30 June 2016. The information contained in this announcement is only based on the Board's preliminary assessment according to the information currently available to the Board and such information has not been reviewed by the Company's independent auditor nor its audit committee. Therefore, the actual interim results of the Group for the six months ended 30 June 2016 may differ from the information contained in this announcement. Details of the unaudited financial information of the Group shall be disclosed in the Company's interim results announcement for the six months ended 30 June 2016, which is expected to be published in late August 2016.

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
Wu David Hang
Chairman

Hong Kong, 10 August 2016

As at the date of this announcement, the executive Directors are Mr. Wu David Hang and Mr. Hou Jian; and the independent non-executive Directors are Mr. Wong Yik Chung John, Mr. Tse Calvin Kai Chuen and Mr. Leung Ka Tin.