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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)

PROFIT WARNING

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 SFO.

The Board of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the consolidated management accounts of the Group, the Group is expected to record a net loss for the six months ended 30 June 2017 as compared to the profit in the corresponding period in 2016.

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 (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the consolidated management accounts of the Group for the six months ended 30 June 2017, the Group is expected to record a net loss for the six months ended 30 June 2017 as compared to the profit in the corresponding period in 2016. The Board believes that such loss is primarily attributable to the fact that the agency business is performing weakly, especially after the government of the People’s Republic of China (the “**PRC**”) has imposed home purchase restrictions on residential real estate market in various cities in the PRC.

The information contained in this announcement is only based on the Board's preliminary assessment of the consolidated management accounts of the Group for the six months ended 30 June 2017, which have not been audited or reviewed by the Company's auditors and the audit committee of the Company. The interim results of the Group for the six months ended 30 June 2017 are expected to be announced in late August 2017.

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, 2 August 2017

As at the date of this announcement, the Directors are:

Executive Directors:

Mr. Wu David Hang

Ms. Feng Xiaoying

Independent non-executive Directors:

Mr. Yau Pak Yue

Mr. Tse Calvin Kai Chuen

Mr. Leung Ka Tin