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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 KEE Holdings Company Limited (the “**Company**” and 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on preliminary review of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2018, the Board expects the Company to record a net profit for the six months ended 30 June 2018 as compared to a net loss for the six months ended 30 June 2017 mainly due to the disposal of the loss-making real estate agency business of the Group in August 2017 and the improvement in gross profit of the zipper business.

The information contained in this announcement is only based on the Board’s preliminary review of the consolidated management accounts of the Group for the six months ended 30 June 2018, 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 2018 are expected to be announced on 22 August 2018.

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, 13 August 2018

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

Executive Directors:

Mr. Wu David Hang

Mr. Yau Chi Chiu

Independent non-executive Directors:

Mr. Yau Pak Yue

Mr. Lu Nim Joel

Mr. Leung Ka Tin