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## **ENTERPRISE DEVELOPMENT HOLDINGS LIMITED**

### **企展控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1808)**

### **UNUSUAL PRICE AND VOLUME MOVEMENTS AND 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 under Part XIVA of the SFO.

#### **UNUSUAL PRICE AND VOLUME MOVEMENTS**

The Board has noted today's decrease in the price and increase in the trading volume of the shares of the Company. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that save for the information relating to the positive profit alert as stated herein, the Board is not aware of any reasons for such decrease in the price and increase in the trading volume of the shares of the Company or of any information which must be announced to avoid a false market in the Company's securities or of any inside information that needs to be disclosed under Part XIVA of the SFO.

#### **POSITIVE PROFIT ALERT**

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review on the unaudited management accounts of the Group and information currently available to the Board, the Group is expected to record a net profit for the six months ended 30 June 2014 as compared to a net loss for the six months ended 30 June 2013, due to the expected recognition of unrealized gain on trading securities in an amount of approximately HK\$36,000,000 for the six months ended 30 June 2014.

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

This announcement is made by Enterprise Development 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

## **UNUSUAL PRICE AND VOLUME MOVEMENTS**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company has noted today’s decrease in the price and increase in the trading volume of the shares of the Company. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that save for the information relating to the positive profit alert as stated herein, the Board is not aware of any reasons for such decrease in the price and increase in the trading volume of the shares of the Company or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the SFO.

## **POSITIVE PROFIT ALERT**

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary review on the unaudited management accounts of the Group and information currently available to the Board, the Group is expected to record a net profit for the six months ended 30 June 2014 as compared to a net loss for the six months ended 30 June 2013, due to the expected recognition of unrealized gain on trading securities in an amount of approximately HK\$36,000,000 for the six months ended 30 June 2014. Shareholders of the Company and potential investors should note that unrealized gains do not generate any cash flow to the Group, and the interim results of the Group for the six months ended 30 June 2014 will include, amongst other things, expenses attributable to the Group’s securities trading and investment business segment, its software business segment and other Group costs and expenses.

As the Company is still in the process of finalizing the consolidated interim results of the Group for the six months ended 30 June 2014, the information contained in this announcement is only based on the preliminary review and assessment by the Board of the unaudited management accounts of the Group and other information currently available, and such information has not been audited by the Company’s auditor. Shareholders of the Company and potential investors are advised to read carefully the announcement of the interim results of the Group for the six months ended 30 June 2014 which is expected to be released in August 2014.

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

This announcement is made by the order of the Board, the Directors collectively and individually accept responsibility for the accuracy of this announcement.

By Order of the Board  
**Enterprise Development Holdings Limited**  
**Jia Bowei**  
*Chairman*

Hong Kong, 16 July 2014

*As at the date of this announcement, the Board comprises three executive Directors, namely Mr. Jia Bowei (Chairman), Mr. Lam Kwan Sing (Chief Executive Officer) and Mr. Wang Jun, and three independent non-executive Directors, namely Mr. Lam Ting Lok, Ms. Hu Gin Ing and Mr. Zhang Xiaoman.*