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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)

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 an increase in consolidated net profit for the year ended 31 December 2014 as compared with the corresponding period last year, due to the expected recognition of realized gain on trading securities in an amount of approximately HK\$21 million for the year ended 31 December 2014.

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

The board (the “**Board**”) of directors (the “**Directors**”) of Enterprise Development Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) 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 an increase in consolidated net profit for the year ended 31 December 2014 as compared with the last corresponding year, due to the expected recognition of realized gain on trading securities in an amount of approximately HK\$21 million for the year ended 31 December 2014. Shareholders of the Company and potential investors should note that the annual results of the Group for the year ended 31 December 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’s costs and expenses.

As the Company is still in the process of finalizing the consolidated annual results of the Group for the year ended 31 December 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 annual results of the Group for the year ended 31 December 2014 which is expected to be released in March 2015.

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

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

Hong Kong, 8 January 2015

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. Yau Yan Ming Raymond, Ms. Hu Gin Ing and Mr. Zhang Xiaoman.