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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

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, Laws of Hong Kong).

Based on the unaudited financial information currently available to the Board, the Board would like to update its shareholders and potential investors that the Group is expected to record an increase in profit attributable to equity shareholders of the Company by approximately 700% to 750% for the six months ended 30 June 2015 as compared with a profit attributable to equity shareholders of the Company in the amount of RMB 20,617,000 for the corresponding period in 2014. The Board believes that such increase was primarily attributable to the increase in the realized and unrealized gain on investments in listed financial assets at fair value through profit and loss.

Shareholders and potential investors should 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 collectively referred to as 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, Laws of Hong Kong).

Reference was made to the announcement of the Company dated 3 July 2015 relating to inside information (the “**Announcement**”). Unless otherwise defined, capitalized terms used herein shall have the same meanings as those defined in the Announcement.

Based on the unaudited financial information currently available to the Board, the Board would like to update its shareholders and potential investors that the Group is expected to record an increase in profit attributable to equity shareholders of the Company by approximately 700% to 750% for the six months ended 30 June 2015 as compared with a profit attributable to equity shareholders of the Company in the amount of RMB 20,617,000 for the corresponding period in 2014. The Board believes that such increase was primarily attributable to the increase in the realized and unrealized gain on investments in listed financial assets at fair value through profit and loss.

The Company is in the process of finalizing the consolidated results of the Group for the six months ended 30 June 2015. The information contained in this announcement is only based on a preliminary review of information currently available in preparation of the unaudited consolidated interim results of the Group for the six months ended 30 June 2015, which have not yet been finalized and will be subject to the review of the Company. Shareholders and potential investors are advised to read carefully the announcement of the results of the Group for the six months ended 30 June 2015 which is expected to be released on 26 August 2015.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Enterprise Development Holdings Limited
Lam Kai Tai
Chairman

Hong Kong, 20 August 2015

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Lam Kai Tai (Chairman), Mr. Kwok Ho On Anthony, Mr. Wang Jun and Mr. Wong Ho Sing, and three independent non-executive Directors, namely Mr. Yau Yan Ming Raymond, Ms. Hu Gin Ing and Mr. Liu Kam Lung.