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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)

PROFIT WARNING

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(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 (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2019 and latest information currently available to the Board, the Group is expected to record an increase by approximately 50% in the consolidated net loss for the six months ended 30 June 2019 as compared to the six months ended 30 June 2018.

The said increase in the consolidated net loss of the Group was mainly attributable to (i) the decrease in gross profit as a result of the decrease in sale and the keen competition in the market for the software industry that involved many large scale, well-funded and experienced participant; and (ii) the increase in the provision of impairment for other receivables as compared to the six months ended 30 June 2018.

The Company is in the process of finalizing the consolidated results of the Group for the six month ended 30 June 2019. The information contained in this announcement is based on a preliminary review on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2019 and latest information currently available to the Board, and such information has not been finalized, confirmed or reviewed by the Company’s auditor or the audit committee. Shareholders and potential investors are advised to read carefully the announcement of the results of the Group for the six months ended 30 June 2018 which is expected to be published by the end of August 2019.

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

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

Hong Kong, 14 August 2019

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Lam Kai Tai (Chairman) and Mr. Bai Xuefei, and three independent non-executive Directors, namely Ms. Hu Gin Ing, Mr. Liu Jian and Mr. Li Wai Kwan.