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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record an increase of approximately 120.00% to 150.00% in the profit attributable to owners of the Company for the year ended 31 December 2014 as compared to that for the year ended 31 December 2013.

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

This announcement is made by Eternity Investment Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that the Group is expected to record an increase of approximately 120.00% to 150.00% in the profit attributable to owners of the Company for the year ended 31 December 2014 as compared to that for the year ended 31 December 2013. This increase is primarily attributable to (i) a HK\$117.31 million increase in gain arising on change in fair value upon conversion of convertible notes receivable and (ii) the recognition of a gain of HK\$66.88 million recognised on disposal of available-for-sale financial assets, which are partly offset by a HK\$30.55 million decrease in imputed interest income on convertible notes receivables and an impairment loss of HK\$46.52 million recognised in respect of other receivables, during the year ended 31 December 2014.

The Company is in the process of finalising the annual results of the Group for the year ended 31 December 2014 and the related audit work has not yet been completed. The information contained in this announcement is based on a preliminary assessment by the Board on the unaudited consolidated management accounts of the Group for the year ended 31 December 2014 and the information currently available, which have not been confirmed or audited by the Company's auditors. The audited annual results of the Group for the year ended 31 December 2014 will be published in March 2015.

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

By Order of the Board
Eternity Investment Limited
Lei Hong Wai
Chairman

Hong Kong, 18 February 2015

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Lei Hong Wai, Mr. Cheung Kwok Wai, Elton, Mr. Chan Kin Wah, Billy and Mr. Cheung Kwok Fan; and three independent non-executive Directors, namely, Mr. Wan Shing Chi, Mr. Ng Heung Yan and Mr. Wong Tak Chuen.