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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) of the Listing Rules and Inside Information Provisions of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors that the Group expects to record the profit attributable to owners of the Company in the range of HK\$235.00 million to HK\$260.00 million for the six months ended 30 June 2015 as compared to the profit attributable to owners of the Company of HK\$25.52 million for the six months ended 30 June 2014.

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) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Inside Information Provisions of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the 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 expects to record the profit attributable to owners of the Company in the range of HK\$235.00 million to HK\$260.00 million for the six months ended 30 June 2015 as compared to the profit attributable to owners of the Company of HK\$25.52 million for the six months ended 30 June 2014. This substantial increase in the profit attributable to owners of the Company is mainly attributable to the recognition of (i) a gain on disposal of available-for-sale financial assets of HK\$74.00 million and (ii) a gain arising on change in fair value of financial assets at fair value through profit or loss of HK\$155.00 million.

The information contained in this announcement is a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2015. As at the date of this announcement, the Group's interim results for the six months ended 30 June 2015 have not yet been finalised, and are subject to review by the Company's auditors and, if required, necessary adjustments. The Company will announce the unaudited interim results of the Group for the six months ended 30 June 2015 by the end of August 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, 8 July 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.