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HERALD HOLDINGS LIMITED

興利集團有限公司*

(Incorporated in Bermuda with limited liability) (Stock Code: 00114)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 SEPTEMBER 2017

RESULTS

The Board of Directors (the "Board") of Herald Holdings Limited (the "Company") presents the unaudited consolidated results of the Company and its subsidiaries (collectively the "Group") for the six months ended 30 September 2017, together with the comparative figures for the corresponding period in 2016, as follows:

Consolidated statement of profit or loss - Unaudited

For the six months ended 30 September 2017

101 the six months chaca 30 September 2017		Six months ended 30 September	
		2017	2016
	Note	HK\$'000	HK\$'000
Revenue	3	741,552	649,893
Cost of sales		(576,420)	(494,506)
Gross profit		165,132	155,387
Other revenue		3,745	5,871
Other net income/(loss)		12,162	(2,326)
Selling expenses		(17,082)	(20,552)
Administrative expenses		(139,223)	(123,515)
Gain on disposal of non-current assets classified			
as held for sale	<i>4(c)</i>		250,515
Profit from operations		24,734	265,380
Finance cost	<i>4(a)</i>	(1,167)	(115)
Profit before taxation	4	23,567	265,265
Income tax	5	(8,523)	(87,736)
Profit for the period		15,044	177,529

$Consolidated\ statement\ of\ profit\ or\ loss-Unaudited\ (Continued)$

For the six months ended 30 September 2017

			Six months ended 30 September		
	Note	2017 HK\$'000	2016 HK\$'000		
Attributable to:					
Equity shareholders of the Company		16,830	106,909		
Non-controlling interests		(1,786)	70,620		
Profit for the period		15,044	177,529		
Earnings per share	7				
Basic (HK cents)		2.79	17.74		
Diluted (HK cents)		2.79	17.73		

Details of dividends payable to equity shareholders of the Company are set out in note 6.

Consolidated statement of profit or loss and other comprehensive income - Unaudited For the six months ended 30 September 2017

	Six months ended 30 September		
	2017	2016	
	HK\$'000	HK\$'000	
Profit for the period	15,044	177,529	
Other comprehensive income for the period			
Items that may be reclassified subsequently to profit or loss:			
Exchange differences on translation of			
financial statements of subsidiaries			
outside Hong Kong (no tax effect)	13,671	(9,435)	
Total comprehensive income for the period	28,715	168,094	
Attributable to:			
Equity shareholders of the Company	30,264	97,650	
Non-controlling interests	(1,549)	70,444	
Total comprehensive income for the period	28,715	168,094	

Consolidated statement of financial position - Unaudited $At\ 30\ September\ 2017$

Ai 30 September 2017			
	Note	As at 30 September 2017 HK\$'000	As at 31 March 2017 HK\$'000
Non-current assets			
Investment properties	8	12,635	12,300
Other property, plant and equipment Interests in leasehold land held for	8	347,900	321,302
own use under operating leases	8	3,747	3,809
Total will be a series		364,282	337,411
Intangible assets Other financial assets		1,931 12,734	1,965 12,734
Deposits for purchase of property, plant and equipment		1,842	7,007
Deferred tax assets		24,384	25,276
		405,173	384,393
Current assets			
Trading securities		126,991	133,972
Inventories	0	225,043	182,770
Trade and other receivables Pledged bank balances	9	273,377 618	173,494 14,636
Cash and cash equivalents		134,346	182,068
Current tax recoverable		75	4,247
		760,450	691,187
Current liabilities			
Trade and other payables	10	262,529	204,744
Bank loans		54,173	54,404
Current tax payable Dividends payable to equity shareholders		7,800	4,983
of the Company		24,180	
		348,682	264,131
Net current assets		411,768	427,056
Total assets less current liabilities		816,941	811,449

Consolidated statement of financial position – Unaudited (Continued)

At 30 September 2017

	Note	As at 30 September 2017 HK\$'000	As at 31 March 2017 HK\$'000
Non-current liabilities			
Deferred tax liabilities		6,049	7,032
Provision for long service payments		3,041	3,041
		9,090	10,073
NET ASSETS		807,851	801,376
CAPITAL AND RESERVES			
Share capital		47,150	46,994
Reserves		747,666	739,798
Total equity attributable to equity shareholders of			
the Company		794,816	786,792
Non-controlling interests		13,035	14,584
TOTAL EQUITY		807,851	801,376

NOTES:

1. BASIS OF PREPARATION

The interim financial results have been prepared in accordance with the applicable disclosure provisions of the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), including compliance with Hong Kong Accounting Standard ("HKAS") 34, *Interim financial reporting*, issued by the Hong Kong Institute of Certified Public Accountants (the "HKICPA"). It was authorised for issue on 29 November 2017.

The interim financial results have been prepared in accordance with the same accounting policies adopted in the 2016/2017 annual financial statements, except for the accounting policy changes that are expected to be reflected in the 2017/2018 annual financial statements. Details of these changes in accounting policies are set out in note 2.

The preparation of the interim financial results in conformity with HKAS 34 requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates.

The interim financial results are unaudited, but have been reviewed by the Company's audit committee.

The financial information relating to the financial year ended 31 March 2017 that is included in the interim financial results as being previously reported information does not constitute the Company's statutory financial statements for that financial year but is derived from those financial statements. Statutory financial statements for the year ended 31 March 2017 are available from the Company's registered office. The auditors have expressed an unqualified opinion on those financial statements in their report dated 29 June 2017.

2. CHANGES IN ACCOUNTING POLICIES

The HKICPA has issued a number of amendments to Hong Kong Financial Reporting Standards ("HKFRSs") that are first effective for the current accounting period of the Group. Of these, the following amendments are relevant to the Group:

- Amendments to HKAS 7, Statement of cash flows: Disclosure initiative
- Amendments to HKAS 12, Income taxes: Recognition of deferred tax assets for unrealised losses

None of these developments has had a material effect on how the Group's results and financial position for the current or prior periods have been prepared or presented.

The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

3. SEGMENT REPORTING

The Group manages its businesses by divisions, which are organised by business lines. In a manner consistent with the way in which information is reported internally to the Group's most senior executive management for the purposes of resource allocation and performance assessment, the Group has presented the following six reportable segments. No operating segments have been aggregated to form the following reportable segments.

Toys : The manufacture, sale and distribution of toy products.

Computer products : The manufacture and sale of computer products.

Housewares : The manufacture, sale and distribution of housewares.

Timepieces : The manufacture, sale and distribution of clocks, watches, and

electronic and gift products.

Investments : The investment in debt and equity securities and managed funds.

Others : The leasing of properties to group companies and third parties to

generate rental income and to gain from the appreciation in the

properties' values in the long term.

(a) Segment results, assets and liabilities

Information regarding the Group's reportable segments as provided to the Group's most senior executive management for the purposes of resource allocation and assessment of segment performance for the six months ended 30 September 2017 and 2016 is set out below.

			Six month	s ended 30 Sept	tember 2017		
	Toys HK\$'000	Computer products HK\$'000	Housewares HK\$'000	Timepieces HK\$'000	Investments HK\$'000	Others HK\$'000	Total HK\$'000
Revenue from external customer Inter-segment revenue	502,023	88,209	59,505	91,815	-	1,892	741,552 1,892
Reportable segment revenue	502,023	88,209	59,505	91,815	-	1,892	743,444
Reportable segment profit/(loss)	40,942	(1,721)	(1,160)	(21,147)	9,844	(496)	26,262
	Toys	Computer products	Housewares	eptember 2017 Timepieces	Investments	Others	Total
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000
Reportable segment assets	502,386	128,970	122,333	126,575	127,609	75,260	1,083,133
Reportable segment liabilities	209,536	17,405	39,098	35,606	<u>-</u>	9,979	311,624

	Six months ended 30 September 2016						
	Toys HK\$'000	Computer products HK\$'000	Housewares HK\$'000	Timepieces HK\$'000	Investments HK\$'000	Others HK\$'000	Total HK\$'000
Revenue from external customers Inter-segment revenue	365,948	103,733	71,183	109,029	-	- 1,585	649,893 1,585
Reportable segment revenue	365,948	103,733	71,183	109,029	-	1,585	651,478
							<u> </u>
Reportable segment profit/(loss)	283,125	(3,572)	(1,269)	(6,711)	8,531	(186)	279,918
		As at 31 March 2017					
	Toys HK\$'000	Computer products HK\$'000	Housewares HK\$'000	Timepieces HK\$'000	Investments HK\$'000	Others HK\$'000	Total HK\$'000
Reportable segment assets	362,630	130,670	114,657	123,229	148,608	77,633	957,427
Reportable segment liabilities	153,587	17,186	39,548	28,551	_	12,387	251,259

(b) Reconciliations of reportable segment revenue, profit, assets and liabilities

	Six months ended a	30 September 2016
	HK\$'000	HK\$'000
Revenue Reportable segment revenue Elimination of segment revenue	743,444 (1,892)	651,478 (1,585)
Consolidated revenue	741,552	649,893
	Six months ended 3	80 Sentember
	2017	2016
	HK\$'000	HK\$'000
Profit	26.262	270.010
Reportable segment profit Unallocated corporate income and expenses	26,262 (2,695)	279,918 (14,653)
Chanocated corporate medine and expenses	(2,073)	(14,033)
Consolidated profit before taxation	23,567	265,265
	At 30 September	At 31 March
	2017 HK\$'000	2017 HK\$'000
Assets	111Χφ 000	11 IX \$ 000
Reportable segment assets	1,083,133	957,427
Elimination of inter-segment receivables	(19,015)	(19,000)
	1,064,118	938,427
Current tax recoverable	75	4,247
Deferred tax assets	24,384	25,276
Unallocated corporate assets	77,046	107,630
Consolidated total assets	1,165,623	1,075,580
	At 30 September	At 31 March
	2017	2017
T !=1.11/4!	HK\$'000	HK\$'000
Liabilities Reportable segment liabilities	311,624	251,259
Elimination of inter-segment payables	(19,015)	(19,000)
	292,609	232,259
Current tax payable	7,800	4,983
Deferred tax liabilities	6,049	7,032
Dividends payable to equity shareholders		
of the Company	24,180	-
Unallocated corporate liabilities	27,134	29,930
Consolidated total liabilities	357,772	274,204

(c) Geographic information

The following table sets out information about the geographical location of the Group's revenue from external customers. The geographical location of customers is based on the location at which the goods are delivered.

	Six months ended		
	30 September		
	2017	2016	
	HK\$'000	HK\$'000	
Revenue from external customers			
Hong Kong (place of domicile)	40,618	29,281	
North America	387,333	323,247	
United Kingdom	111,752	120,824	
Europe (excluding United Kingdom)	94,401	82,157	
Asia (excluding Mainland China and Hong Kong)	26,993	26,458	
Mainland China	35,290	34,749	
Others	45,165	33,177	
-	700,934	620,612	
	741,552	649,893	

4. PROFIT BEFORE TAXATION

Profit before taxation is arrived at after charging/(crediting):

		Six months ended 30 September		
		2017	2016	
		HK\$'000	HK\$'000	
(a)	Finance cost			
	Interest on bank loans and other borrowings	1,167	115	
(b)	Other items			
	Depreciation	16,975	14,994	
	Amortisation of land lease premium	62	62	
	Net loss on disposal of other property,			
	plant and equipment	39	3	
	Net realised and unrealised gains on			
	trading securities	(8,314)	(6,841)	
	Staff costs	257,764	217,979	
	Impairment loss on trade debtors	5,000	-	
	Impairment loss on other financial assets	-	1,500	
	Interest income from			
	- trading securities	(356)	(524)	
	- deposits with banks	(447)	(501)	
	- debtors	(10)	(860)	
	Rental income	(333)	(530)	
	Dividend income	(1,174)	(1,166)	

(c) During the six months ended 30 September 2016, the Group recognised a pre-tax gain of HK\$250,515,000 on disposal of properties in Shenzhen (the "Disposal") after deducting stamp duty, value added taxes, surcharges and professional fees. The Land Appreciation

Tax ("LAT") and Corporate Income Tax in relation to the Disposal amounted to approximately HK\$15,475,000 and HK\$57,725,000 respectively, where both of which were recognised as income tax expenses as set out in note 5.

5. INCOME TAX

	Six months ended 30 September	
	2017	
	HK\$'000	HK\$'000
Current tax - Hong Kong Profits Tax	7,221	6,191
Current tax - Outside Hong Kong	1,402	57,444
Land Appreciation Tax	-	15,475
Deferred tax	(100)	8,626
	8,523	87,736

The provision for Hong Kong Profits Tax is calculated by applying the estimated annual effective tax rate of 16.5% (2016: 16.5%) to the six months ended 30 September 2017. Taxation for subsidiaries outside Hong Kong is similarly calculated using the estimated annual effective rates of taxation that are expected to be applicable in the relevant countries.

LAT was levied on the appreciation of land value in respect of the Disposal.

6. DIVIDENDS

(a) Dividends payable to equity shareholders attributable to the interim period

	Six months ended 30 September		
	2017	2016	
	HK\$'000	HK\$'000	
Interim dividend declared and paid after the interim period of HK3 cents per share			
(2016: HK4 cents per share)	18,135	24,100	

The interim dividend has not been recognised as a liability at the end of the reporting period.

(b) Dividends payable to equity shareholders attributable to the previous financial year, approved but not yet paid during the interim period

	Six months ended 30 September	
	2017	2016
	HK\$'000	HK\$'000
Final dividend in respect of the previous financial year, approved but not yet paid during the interim period, of HK4 cents per shares (2016: HK5		
cents per share)	24,180	30,125

7. EARNINGS PER SHARE

(a) Basic earnings per share

The calculation of basic earnings per share is based on the profit attributable to equity shareholders of the Company of HK\$16,830,000 (2016: HK\$106,909,000) and the weighted average number of shares of 602,862,000 (2016: 602,491,000) in issue during the period.

(b) Diluted earnings per share

The calculation of diluted earnings per share for the period ended 30 September 2017 is based on the profit attributable to equity shareholders of the Company of HK\$16,830,000 (2016: HK\$106,909,000) and the weighted average number of shares of 603,784,000 (2016: 603,000,000), calculated as follows:

	Weighted average number of shares (diluted)	
	2017	2016
	'000	'000
Weighted average number of shares at 30 September Effect of deemed issue of shares under the Company's	602,862	602,491
share option scheme for nil consideration	922	509
Weighted average number of shares (diluted) at 30 September	603,784	603,000

8. INVESTMENT PROPERTIES, OTHER PROPERTY, PLANT AND EQUIPMENT AND LEASEHOLD LAND

The movements during the period are:

	Investment properties HK\$'000	Other property, plant and equipment HK\$'000	Interests in leasehold land held for own use under operating leases HK\$'000	Total HK\$'000
Net book value as at				
1 April 2017	12,300	321,302	3,809	337,411
Additions	-	36,298	-	36,298
Disposals	-	(832)	-	(832)
Depreciation and				
amortisation	-	(16,975)	(62)	(17,037)
Exchange adjustments	335	8,107		8,442
Net book value as at 30 September 2017	12,635	347,900	3,747	364,282

9. TRADE AND OTHER RECEIVABLES

Included in trade and other receivables are trade debtors and bills receivable (net of allowance for doubtful debts) with the following ageing analysis as of the end of the reporting period:

	At 30 September 2017	At 31 March 2017
	HK\$'000	HK\$'000
By date of invoice		
Within 3 months	228,026	132,601
4 to 6 months	12,832	10,130
7 to 12 months	1,072	2,064
13 to 24 months	125_	13
Trade debtors and bills receivable	242,055	144,808
Deposits, prepayments and other receivables	31,322	28,686
	273,377	173,494

The credit terms given to the customers vary and are generally based on the financial strengths of individual customers. Trade debtors and bills receivable are normally due within 90 days from the date of billing. All of the trade and other receivables are expected to be recovered or recognised as expenses within one year.

10. TRADE AND OTHER PAYABLES

Included in trade and other payables are trade creditors and bills payable with the following ageing analysis as of the end of the reporting period:

	At 30 September 2017 HK\$'000	At 31 March 2017 HK\$'000
By date of invoice		
Within 1 month	29,513	34,303
Over 1 month but within 3 months	22,136	9,553
Over 3 months	3,138	1,328
Trade creditors and bills payable	54,787	45,184
Accruals and other payables	207,742	159,560
	262,529	204,744

All of the trade and other payables including receipts in advance from customers are expected to be settled or recognised as income within one year.

BUSINESS REVIEW

The Group's revenue for the six months ended 30 September 2017 amounted to HK\$742 million which was up 14% from HK\$650 million in the corresponding period last year. The net profit attributable to the equity shareholders for the same period was HK\$16.8 million, representing a decline of 84% as compared with HK\$106.9 million a year earlier. The decrease in net profit was primarily attributable to the absence of a net gain on disposal of properties in Shenzhen attributable to the equity shareholders of approximately HK\$106.4 million last year (the "Disposal Gain"). Further analysis of the operating results is set out in the following paragraphs.

In the first half of the fiscal year, the Toys Division performed well with a 37% surge in half-yearly revenue to HK\$502 million from HK\$366 million a year earlier. The increase was mainly due to the strong sales of toys related to a popular movie which will be released in December 2017. Nevertheless, with the absence of the Disposal Gain, the first-half operating profit of the division dropped to HK\$40.9 million from HK\$283.1 million in the same period last year.

The performance of the Computer Products Division was not satisfactory with weak demand for smart connected devices during the six months under review. As compared with the same period last year, the half-yearly revenue of the division fell 15% from HK\$104 million to HK\$88 million. However, thanks to cost-cutting measures, the division's operating loss for the six months ended 30 September 2017 has shrunk to HK\$1.7 million from HK\$3.6 million a year earlier.

The business of the Housewares Division was negatively impacted by stiff competition among cookware manufacturers and rising material costs. For the period under review, the revenue of the division dropped 15% year-on-year from HK\$71 million to HK\$60 million while its operating loss edged down slightly to HK\$1.2 million from HK\$1.3 million in the year-ago period.

Amid a difficult retail environment, the revenue of the Timepieces Division for the six months ended 30 September 2017 fell 16% year-on-year from HK\$109 million to HK\$92 million. With escalating operating costs in Shanghai, the division terminated production at its joint venture factory there in July 2017 and incurred a loss of approximately HK\$3.7 million from termination payments for workers. Together with lower revenue, the division saw its half-yearly operating loss increase to HK\$21.1 million from HK\$6.7 million a year ago.

The Group recorded net realised and unrealised gains on trading securities of HK\$8.3 million for the period under review compared with gains of HK\$6.8 million a year ago. At 30 September 2017, the Group's trading securities decreased to HK\$127 million from HK\$134 million as at the beginning of the fiscal year.

PROSPECTS AND GENERAL OUTLOOK

The Toys Division has achieved satisfactory growth in the first half of the fiscal year. However, the division's orders at the end of October 2017 were not as strong as expected. There are indications that the sales of thin-film computer heads and motor actuator assemblies will pick up in the second half of the fiscal year, whereas the business of the Housewares Division remains soft. On the other hand, the management is aware of the challenging times ahead for the Timepieces Division and is working to streamline its operations and reduce costs.

LIQUIDITY, FINANCIAL RESOURCES AND FUNDING

The Group continued to exercise prudence in managing its financial resources. As in the past, the Group maintains a sound liquidity position. At 30 September 2017, the Group's cash balances aggregated to HK\$135 million (at 31 March 2017: HK\$197 million).

At the end of September 2017, the Group's current assets amounted to HK\$760 million (at 31 March 2017: HK\$691 million) which included inventories of HK\$225 million (at 31 March 2017: HK\$183 million), trade and other receivables of HK\$273 million (at 31 March 2017: HK\$173 million) and trading securities of HK\$127 million (at 31 March 2017: HK\$134 million).

At 30 September 2017, the Group's current liabilities increased to HK\$349 million from HK\$264 million as at the beginning of the fiscal year. Bank loans consisted of revolving loans of HK\$44 million (at 31 March 2017: HK\$42 million) and a term loan of HK\$10 million (at 31 March 2017: two term loans totaling HK\$12 million). The revolving loans are due for repayment within one year, while the term loan is repayable by fixed monthly instalments with maturity date in August 2021. Certain trading securities, bank balances and properties amounting to HK\$168 million (at 31 March 2017: HK\$191 million) were pledged to the banks to secure the banking facilities of the Group.

The Group monitors its capital structure on the basis of gearing ratio, which is calculated as a percentage of total liabilities over total assets. The gearing ratio of the Group as at 30 September 2017 was 31% (at 31 March 2017: 25%). As at 30 September 2017, the Group's working capital ratio, an indicator of liquidity represented by a ratio between the current assets and the current liabilities, was 2.18 as compared to 2.62 at 31 March 2017. The quick ratio, another ratio that gauges the short term liquidity and measured by trade debtors and bills receivable and cash and cash equivalents over current liabilities, decreased to 1.08 from 1.24 at 31 March 2017.

CONTINGENT LIABILITIES

As at 30 September 2017, the Group did not have any significant contingent liabilities.

FOREIGN EXCHANGE EXPOSURE

The Group is exposed to foreign exchange risks primarily through sales and purchases that are denominated in a foreign currency, such as Renminbi, United States Dollars and Pound Sterling. From time to time, the Group takes out foreign exchange contracts to hedge against its foreign exchange exposure.

DIVIDEND

The Directors have declared an interim dividend of HK3 cents per share (2016: HK4 cents). The total amount of dividend payment of HK\$18 million (2016: HK\$24 million) was based on the total number of shares in issue as at 28 November 2017, being the latest practicable date prior to the announcement of the interim results. The dividend will be paid on Friday, 12 January 2018 to shareholders registered in the Register of Members on Tuesday, 2 January 2018.

CLOSURE OF REGISTER OF MEMBERS

For determining the entitlement to the interim dividend, the Register of Members of the Company will be closed from Friday, 29 December 2017 to Tuesday, 2 January 2018, both days inclusive, during which period no transfer of shares will be effected. In order to be qualified for the interim dividend, shareholders should ensure that all transfers of shares, accompanied by the relevant share certificates, are lodged with the Company's share registrar in Hong Kong, Tricor Tengis Limited, Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong for registration no later than 4:30 p.m. on Thursday, 28 December 2017.

EMPLOYEES

As at 30 September 2017, the number of employees of the Group was 217 (2016: 230) in Hong Kong, 5,321 (2016: 4,425) in the Mainland China and 72 (2016: 75) in Europe. Total staff costs for the period under review amounted to HK\$257,764,000 (2016: HK\$217,979,000). The Group ensures that its employees' remuneration packages are competitive. Employees are rewarded based on their performance and experience and the prevailing industry practice.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

Neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's listed securities during the six months ended 30 September 2017.

AUDIT COMMITTEE

The audit committee reports to the board of directors and currently comprises three independent non-executive directors, namely Mr Ng Tze Kin David, being the chairman, Mr Lie-A-Cheong Tai Chong David and Mr Yeh Man Chun Kent. The audit committee meets with the Group's senior management and external auditors regularly to discuss audit matters. The audit committee also reviews the effectiveness of the risk management and internal control systems. The interim results of the Group have been reviewed by the audit committee of the Company.

REMUNERATION COMMITTEE

The remuneration committee comprises two independent non-executive directors, namely Mr Ng Tze Kin David, being the Chairman, and Mr Yeh Man Chun Kent and one executive director, namely Mr Shum Kam Hung. The terms of reference of the remuneration committee have been included on the Company's website.

NOMINATION COMMITTEE

The nomination committee consists of two executive directors, namely Mr Robert Dorfman, being the chairman, and Dr Cheung Tsang Kay Stan and three independent non-executive directors, namely Mr Lie-A-Cheong Tai Chong David, Mr Yeh Man Chun Kent and Mr Ng Tze Kin David. The primary roles of the nomination committee are to determine the policy for the nomination of directors, to review the structure, size and composition of the Board and to make recommendations to the Board on the appointment or re-appointment of directors.

CORPORATE GOVERNANCE

The Company has complied throughout the six months ended 30 September 2017 with the code provisions of the Corporate Governance Code (the "CG Code") as set out in Appendix 14 to the Listing Rules except that the independent non-executive directors are not appointed for a specific term, which deviates from the code provision A.4.1. However, the independent non-executive directors are subject to retirement from office by rotation under the requirements of the Bye-laws of the Company. As such, the Company considers that sufficient measures have been taken to ensure that the Company's corporate governance practices are no less exacting than those in the CG Code.

MODEL CODE

The Company has adopted a code of conduct regarding directors' securities transactions on terms no less exacting than the required standards of the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code") as set out in Appendix 10 to the Listing Rules. Having made specific enquiry of the Company's directors, all directors confirmed that they have complied with the required standards set out in the Model Code and the Company's code of conduct regarding directors' securities transactions.

PUBLICATION OF INTERIM RESULTS AND INTERIM REPORT

This announcement is published on the Stock Exchange's website (www.hkex.com.hk) and the Company's website (www.heraldgroup.com.hk). The interim report of the Company for the six months ended 30 September 2017 containing all the information required by the Listing Rules will be dispatched to the shareholders and published on the same websites in due course.

By order of the Board **Robert Dorfman** *Chairman*

Hong Kong, 29 November 2017

As at the date of this announcement, the Board of Directors of the Company comprises the following directors:

Executive Directors:
Mr Robert Dorfman
Mr Shum Kam Hung ACIS, CPA
Dr Cheung Tsang Kay Stan PhD, Hon LLD, Hon DBA, JP

Independent Non-executive Directors: Mr Lie-A-Cheong Tai Chong David SBS, OM, JP Mr Yeh Man Chun Kent Mr Ng Tze Kin David CA(AUST.), FCPA

*For identification only