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HERALD HOLDINGS LIMITED

興利集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 00114)

PROFIT WARNING

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 SFO.

The Board wishes to inform the Shareholders and potential investors that, based on the information currently available, the Group is expected to record a net loss attributable to the equity Shareholders for the six months ended 30 September 2019.

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

This announcement is made by Herald Holdings Limited (the “Company”, and together with its subsidiaries, 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 Ordinances (Chapter 571, Laws of Hong Kong) (the “SFO”).

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 information currently available, the Group is expected to record a net loss attributable to the Shareholders for the six months ended 30 September 2019.

However, the loss is expected to decrease compared to the net loss attributable to equity Shareholders of the Company for the six months ended 30 September 2018 of HK\$41.7 million due to the increase in revenue by 14% and the savings achieved from vigorous cost-cutting measures.

The Company is still in the process of finalizing the Group's interim results for the six months ended 30 September 2019. The information contained in this announcement is only based on the preliminary assessment by the management of the Company with reference to the management accounts of the Group and other information currently available, which have not been audited or reviewed by the Company's auditors. Further details of the Group's financial information will be disclosed in the interim results announcement to be published by the end of November 2019.

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

By order of the Board
Herald Holdings Limited
Robert Dorfman
Chairman

Hong Kong, 12 November 2019

As at the date of this announcement, the Board comprises Mr. Robert Dorfman, Mr. Shum Kam Hung and Dr. Cheung Tsang Kay, Stan as executive directors; and Mr. Lie-A-Cheong Tai Chong, David, Mr. Yeh Man Chun, Kent and Dr. Ng Tze Kin, David as independent non-executive directors.

**For identification only*