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MAOYE INTERNATIONAL HOLDINGS LIMITED

茂業國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 848)

POSITIVE PROFIT ALERT

This announcement is made by Maoye International Holdings Limited (“the **Company**”, 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 and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on a preliminary review of the consolidated management accounts of the Group for the six months ended 30 June 2017, the Group expects to record approximately RMB550 million to RMB650 million in the consolidated net profit for the six months ended 30 June 2017, representing a significant increase in the consolidated net profit of RMB47.89 million as compared to the same period in 2016. Such result is mainly attributable to:

1. the Group recognized one-off investment gains of approximately RMB460 million (after deducting taxes and transaction costs) from the disposal of part of the equity interests of Maoye Communication and Network Co., Ltd in the first half of 2017; and
2. the increase in revenue and profit from the retail business of the Group .

The information contained in this announcement is only a preliminary assessment by the Board based on the information currently available to it and such information has not been audited or reviewed by the auditors and the audit committee of the Company. The Company is still in the process of finalizing the unaudited consolidated results for the six months ended 30 June 2017. The unaudited consolidated results of the Group for the six months ended 30 June 2017 is expected to be announced by the end of August 2017.

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

By Order of the Board
Maoye International Holdings Limited
Chairman
Mr. Huang Mao Ru

Hong Kong, 8 August 2017

As at the date of this announcement, the Board comprises three executive directors, namely, Mr. Huang Mao Ru, Mr. Zhong Pengyi and Mr. Liu Bo; one non-executive director, namely Mr. Wang Bin; and three independent non-executive directors, namely, Mr. Chow Chan Lum, Mr. Pao Ping Wing and Mr. Leung Hon Chuen.