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Jin Cai Holdings Company Limited

金彩控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 01250)

POSITIVE PROFIT ALERT

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

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available, the Group expects to record more than 100% increase in net profit and total comprehensive income for the six months ended 30 June 2014 as compared to that for the six months ended 30 June 2013 (the unaudited profit and total comprehensive income of the Company for the six months ended 30 June 2013 was approximately RMB7,983,000). The significant increase in its net profit and total comprehensive income was mainly due to the combined effect of:

- (i) increase in revenue as more orders for cigarette packages were placed to the Group during the six months ended 30 June 2014; and

- (ii) expenses in relation to the listing of the shares of the Company on the Main Board of the Stock Exchange of approximately RMB5,609,000 was recorded during the six months ended 30 June 2013 while no such expenses was recorded during the six months ended 30 June 2014.

As the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2014, the information contained in this announcement is only a preliminary assessment by the Board based on the figures and information currently available, and which have not been reviewed by the Company's auditor and the audit committee of the Company. The Company expects to announce its unaudited interim results for the six months ended 30 June 2014 in late August 2014.

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
Jin Cai Holdings Company Limited
HUANG Li
Chairman

Hong Kong, 21 July 2014

As at the date of this announcement, the Board comprises six Directors, namely: Ms. Huang Li and Mr. Zheng Hua as executive Directors; Mr. Huang Chao as non-executive Director; Mr. Zeng Shiquan, Mr. Tam Tak Kei Raymond and Professor Lam Sing Kwong Simon as independent non-executive Directors.