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HOP HING GROUP HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 47)

PROFIT ALERT ANNOUNCEMENT

This announcement is made by the board of directors (the “**Board**”) of Hop Hing Group 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 (the “**Listing Rules**”) and inside information provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “**SFO**”).

The Board wishes to inform shareholders of and potential investors in the Company that, based on the preliminary review of the latest unaudited consolidated management accounts of the Group for the six months ended 30 June 2017, the Group expects to record an increase of not less than 100% in its consolidated profit attributable to shareholders of the Company for the six months ended 30 June 2017 as compared to that for the six months ended 30 June 2016.

During the period under review, the implementation of the Group’s business strategies which includes, amongst others, (i) enhancing O2O strategies and delivery capability; (ii) adopting new store opening strategies model; and (iii) enhancing operating efficiency with cost control measures, together with the effect of the change of the type of tax charged on the Group from business tax to value added tax, which was effective from May 2016, have contributed to the increase in the consolidated profit attributable to shareholders of the Company for the six months ended 30 June 2017, when compared to the corresponding period in 2016.

The Company is still in the process of finalizing the unaudited financial results of the Group for the six months ended 30 June 2017. The information in this announcement is based on a preliminary review and assessment by the Company’s management according to latest unaudited consolidated management accounts of the Group for the six months ended 30 June 2017 and the information available for the time being, which have neither been confirmed nor reviewed by the auditors or audit committee of the Company. Details of the unaudited financial information of the Group shall be disclosed in the Company’s interim results announcement for the six months ended 30 June 2017 which is expected to be published in 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
Hop Hing Group Holdings Limited
Wong Kwok Ying
Executive Director and
Company Secretary

Hong Kong, 4 August 2017

As at the date of this announcement, the executive directors of the Company are Mr. Hung Ming Kei, Marvin and Mr. Wong Kwok Ying. The independent non-executive directors of the Company are Mr. Seto Gin Chung, John (Chairman), Mr. Sze Tsai To, Robert, Mr. Cheung Wing Yui, Edward, BBS, Hon. Shek Lai Him, Abraham, GBS, JP and Mr. Wan Sai Cheong, Joseph. The non-executive director of the Company is Ms. Lam Fung Ming, Tammy.