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JIU RONG HOLDINGS LIMITED

久融控股有限公司

(formerly known as Mitsumaru East Kit (Holdings) Limited 三九東傑(控股)有限公司)
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2358)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the consolidated management accounts of the Group for the six months ended 30 June 2014, it is expected that the Group will record profit after taxation as compared with the loss for the six months ended 30 June 2013. Such expected profit was mainly attributable to profit generated from the TV business which was acquired by the Group in December 2013 and the improvement of the overall performance of the business operation of the Group.

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

This announcement is made by Jiu Rong 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 Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the consolidated management accounts of the Group for the six months ended 30 June 2014, it is expected that the

Group will record a significant profit after taxation as compared with the loss for the six months ended 30 June 2013. Such expected profit was mainly attributable to profit generated from the TV business which was acquired by the Group in December 2013 and the improvement of the overall performance of the business operation of the Group.

The information contained in this announcement is only a preliminary assessment by the management of the Company based on currently available information and such information has not been audited or reviewed by the Company's auditor. The Company is in the process of finalising the interim results of the Group for the six months ended 30 June 2014 which are expected to be announced before the end of 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
Jiu Rong Holdings Limited
Siu Chi Ming
Executive Director

Hong Kong, 6 August 2014

As at the date of this announcement, Mr. Siu Chi Ming, Mr. Tang Chin Wan and Ms. Wang Liping are the Executive Directors; Ms. Au Shui Ming, Mr. Tsang Ho Ka, Eugene and Mr. Wu Yinong are the Independent Non-executive Directors.