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JIU RONG HOLDINGS LIMITED

久融控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2358)

PROFIT WARNING

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 the Inside Information (as defined under the Listing Rules) Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Based on a preliminary assessment on the unaudited consolidated management accounts of the Group, the board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that it is expected to record a loss for the year ended 31 December 2015 as compared with the profit for the year ended 31 December 2014. The loss is mainly caused by (i) decrease in sale of water meters, television and set-top box of approximately 20%; (ii) increase in administrative and operating expenses of approximately 100% for the year ended 31 December 2015 compared with the corresponding year ended 31 December 2014; (iii) one-off impairment of intangible assets of approximately HK\$7.30 million; and (iv) one-off impairment of accounts receivables of approximately HK\$4.10 million.

As the Company is still in the process of finalising the annual results for the year ended 31 December 2015, the information contained in this announcement is only based on the preliminary assessment by the management of the Company of information currently available and is not based on any figures or information audited or reviewed by the Company’s auditors. The audited results of the Group for the year ended 31 December 2015 is expected to be published in March 2016 in accordance with the Listing Rules.

Shareholders and potential investors of the Company 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, 1 March 2016

As at the date of this announcement, Mr. Siu Chi Ming, Mr. Yin Jianwen and Ms. Wang Liping are the Executive Directors; Mr. Chen Guowei, Mr. Yuan Qian Fei and Mr. Wu Yinong are the Independent Non-executive Directors.