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## **ETERNITY INVESTMENT LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

### **POSITIVE PROFIT ALERT**

This announcement is made by the Company pursuant to Rule 13.09(2) of the Listing Rules and Inside Information Provisions of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a significant increase in the profit for the six months ended 30 June 2013 as compared with that for the corresponding period in 2012.

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

This announcement is made by Eternity Investment Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Inside Information Provisions of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that the Group is expected to record a significant increase in the profit for the six months ended 30 June 2013 as compared with that for the corresponding period in 2012. This significant increase is mainly attributable to an increase in gain arising on change in fair value of conversion options embedded in convertible notes receivables, a decrease in impairment loss recognised in respect of intangible assets and the receipt of dividend income from China Star Entertainment Limited, which are partly offset by a decrease in gain arising on change in fair value of investment properties and a decrease in turnover.

The information contained in this announcement is a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group. As at the date of this announcement, the Group's interim results for the six months ended 30 June 2013 have not been finalised, and are subject to review by the Company's independent external auditor and, if required, necessary adjustments. The Company will announce the unaudited interim results of the Group for the six months ended 30 June 2013 in late August 2013.

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

By Order of the Board  
**Eternity Investment Limited**  
**Lei Hong Wai**  
*Chairman*

Hong Kong, 5 August 2013

*As at the date of this announcement, the Board comprises three executive Directors, namely, Mr. Lei Hong Wai, Mr. Cheung Kwok Wai, Elton and Mr. Chan Kin Wah, Billy; one non-executive Director, namely, Mr. Cheung Kwok Fan; and three independent non-executive Directors, namely, Mr. Wan Shing Chi, Mr. Ng Heung Yan and Mr. Wong Tak Chuen.*