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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

PROFIT WARNING

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 of the Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors that the Group expects to record a decrease of approximately 75% to 85% in the profit attributable to owners of the Company for the six months ended 30 June 2014 as compared to HK\$129.64 million for the six months ended 30 June 2013.

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 of the 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 expects to record a decrease of approximately 75% to 85% in the profit attributable to owners of the Company for the six months ended 30 June 2014 as compared to HK\$129.64 million for the six months ended 30 June 2013. This decrease is mainly attributable to (i) the absence of a gain of HK\$83.71 million arising on change in fair value of conversion options embedded in convertible notes receivables recorded in the six months ended 30 June 2013 and (ii) an estimated loss of HK\$28.15 million arising on change in fair value of financial assets at fair value through profit or loss for the six months ended 30 June 2014.

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 2014 have not been finalised, and are subject to review by the Company's independent external auditors and, if required, necessary adjustments. The Company will announce the unaudited interim results of the Group for the six months ended 30 June 2014 by the end of August 2014.

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, 8 August 2014

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.