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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 loss attributable to owners of the Company in a range of HK\$198.00 million to HK\$218.00 million for the year ended 31 December 2016, compared to a profit attributable to owners of the Company of HK\$105.26 million for the year ended 31 December 2015.

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 loss attributable to owners of the Company in a range of HK\$198.00 million to HK\$218.00 million for the year ended 31 December 2016, compared to a profit attributable to owners of the Company of HK\$105.26 million for the year ended 31 December 2015. The expected loss for the year ended 31 December 2016 was attributable largely to (i) a HK\$245.06 million decrease in gain on deemed disposal of a subsidiary, and (ii) a HK\$75.36 million increase in loss arising on change in fair value of financial assets at fair value through profit or loss.

The Company is in the process of finalising the annual results of the Group for the year ended 31 December 2016 and the related audit work has not yet been completed. The information contained in this announcement is based on a preliminary assessment by the Board on the unaudited consolidated management accounts of the Group for the year ended 31 December 2016 and the information currently available, which have not been confirmed or audited by the Company's auditors. The audited annual results of the Group for the year ended 31 December 2016 will be published in late March 2017.

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, 3 March 2017

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