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Vital Mobile Holdings Limited

維太移動控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6133)

POSITIVE PROFIT ALERT

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

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the information currently available to the Board and the preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2018 (the “**Management Accounts**”), it is currently expected that the Group will record a net profit of approximately RMB9.5 million for the six months ended 30 June 2018 as compared to a net loss of RMB42.1 million for the six months ended 30 June 2017 and an increase in the Group’s revenue from RMB27.5 million for the six months ended 30 June 2017 to approximately RMB433.4 million for the corresponding period in 2018 together with an improvement from a negative gross margin of RMB14.4 million to an expected positive gross margin of approximately RMB9.6 million correspondingly.

The improvement in the Group’s results for the six months ended 30 June 2018 was attributable to:

- (i) the improvement in sales for branded smartphone for the six months ended 30 June 2018; and
- (ii) a combined effect contributed by (a) an one-off reversal of bad debts provision in the amount of approximately RMB6.2 million for the six months ended 30 June 2018; (b) an increase in interest income of pledged bank deposits and bank deposits of the Group from RMB4 million for the six months ended 30 June 2017 to approximately RMB7.5 million for the corresponding period in 2018 primarily due to better interest rate being offered; and (c) a turnaround to an exchange gain for the six months ended 30 June 2018 as compared to an exchange loss for the correspondingly period in 2017.

It should be noted that the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2018. The information contained in this announcement is only based on preliminary assessments made by the Board with reference to the Management Accounts and the information currently available, which has not been reviewed by the Company's auditors and the audit committee of the Company and may be subject to changes. Shareholders and potential investors of the Company are therefore advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2018 to be published before the end of August 2018.

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
Vital Mobile Holdings Limited
Rong Xiuli
Chairperson

Hong Kong, 31 July 2018

As at the date of this announcement, the executive Directors are Ms. Rong Xiuli, Mr. Rong Shengli, Mr. Yin Xuquan and Mr. Tang Shun Lam; and the independent non-executive Directors are Mr. Hon Kwok Ping Lawrence, Mr. Lam Yiu Kin and Mr. Tsang Yat Kiang.