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SHIFANG HOLDING LIMITED

十方控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 1831)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that based on information currently available, the Group is expected to record a loss for the six months ended 30 June 2018.

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

This announcement is made by ShiFang Holding Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to 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 Future Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

The board (the “**Board**”) of directors (“**Directors**”) of the Company would like to inform the shareholders of the Company (“**Shareholders**”) and potential investors that based on information currently available, the Group is expected to record a loss for the six months ended 30 June 2018.

Based on information currently available to the Group, the factors attributable to the loss include, inter alia, (a) continual intensified competition of online new media and the accelerated transformation of the advertising industry, resulting in decrease of revenue and profit of the Group's traditional newspaper advertising business; (b) the high operational costs of the Group; and (c) an increase in professional fees.

The Company is still in the process of finalising the unaudited consolidated results of the Group for the six months ended 30 June 2018. The information contained in this announcement is only a preliminary assessment made by the Board based on currently available information and such information has not been audited or reviewed by the Company's auditor. Details of the Group's interim results will be disclosed in the results announcement of the Company for the six months ended 30 June 2018 which is expected to be released by the end of August 2018.

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

By order of the Board
ShiFang Holding Limited
Siuming Tsui

Executive Director and Chief Executive Officer

Hong Kong, 14 August 2018

As at the date of this announcement, the executive Directors of the Company are Mr. Siuming Tsui (Chief Executive Officer), Mr. Chen Zhi and Mr. Yu Shiquan; the non-executive Directors of the Company are Mr. Chen Wei Dong and Ms. Chen Min; and the independent non-executive Directors of the Company are Mr. Zhou Chang Ren, Mr. Wong Heung Ming, Henry and Mr. Cai Jianquan.