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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)

INSIDE INFORMATION

This announcement is made by the Company pursuant to Rule 13.09 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 a media partner of our advertisement and printing business may stop publication towards the end of June 2015 and the Group's results may be adversely affected.

Shareholders 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(1) 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 in the Listing Rules) under Part XIVA of Securities and Future Ordinance (Chapter 571, Laws of Hong Kong) ("**SFO**").

The board (the "**Board**") of directors ("**Directors**") of the Company wishes to inform the shareholders of the Company ("**Shareholders**") and potential investors that a part of our advertisement and printing business will likely cease to contribute profits to the Group, which may have an adverse effect on the financial position and performance of the Group.

Based on information currently available to the Group, a media partner of the Group ("**Media Partner**") may stop publication towards the end of June 2015 due to financial difficulties. The Group may have difficulty in collecting revenue from the Media Partner. During 2014, the revenue generated from the Media Partner was around RMB53.13 million, representing approximately 28.9% of the total revenue of the Group for the year of 2014. For the year of 2014, the profit before tax from our advertisement and printing business with the Media Partner was around RMB0.18 million. Due to the above mentioned situation, the Board has concerns that the advertisement and printing business with the Media Partner may not contribute profit to the Group after the cessation of publication.

The Company is still in the process of finalising the unaudited consolidated results of the Group for the six months ending 30 June 2015. 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 ending 30 June 2015 which is expected to be released in August 2015.

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
Chen Zhi
Chairman

Hong Kong, 22 June 2015

As at the date of this announcement, the executive directors of the Company are Mr. Chen Zhi (Chairman), Mr. Hong Pei Feng, Mr. Zhang Tie Zhu and Mr. Yu Shi Quan; the non-executive director 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 Jian Quan.