

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



CHINA SHUN KE LONG HOLDINGS LIMITED

中國順客隆控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 974)

PROFIT WARNING ANNOUNCEMENT

This announcement is made by China Shun Ke Long Holdings Limited (the “**Company**”, together with its subsidiaries collectively referred to as the “**Group**”) pursuant to Rule 13.09 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 the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment by the Group’s management on the unaudited management accounts, the Group is expected to record a more than 25% decrease in the profit for the six months ended 30 June 2016 (the “**Period**”) as compared to the profit for the corresponding period last year.

Based on information currently available, such decrease in the profit for the Period is mainly attributable to the further slowdown of the economy in China and consequential negative impact on consumer sentiment, which led to (i) a drop on the overall revenue by around 8% to 12% as compared with the corresponding period last year; and (ii) the decrease of rental income from leasing shop premises by around 18% to 22% as compared with the corresponding period last year.

The information contained in this announcement is only based on the preliminary review by the Group's management on the unaudited management accounts of the Group for the Period and is not based on any figures or information that has been audited or reviewed by the auditor of the Company. The unaudited results of the Group for the Period are expected to be announced by the Company in late August 2016.

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
China Shun Ke Long Holdings Limited
Lao Songsheng
Chairman and Executive Director

Hong Kong, 10 August 2016

As at the date of this announcement, the executive Directors are Mr. Lao Songsheng, Ms. Wang Yanfen and Mr. Wu Zhaohui; the non-executive Directors are Mr. Chen Yijian, Ms. Lao Weiping and Ms. Zhang Bei; and the independent non-executive Directors are Mr. Guan Shiping, Mr. Sun Hong and Mr. Shin Yick Fabian.