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英皇證券集團有限公司\*  
Emperor Capital Group Limited  
(Incorporated in Bermuda with limited liability)  
(Stock Code: 717)

## POSITIVE PROFIT ALERT

This announcement is made by Emperor Capital Group Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited and the inside information provisions 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 shareholders of the Company (the “**Shareholders**”) and potential investors that, based on preliminary review of the latest available financial information of the Group, the Group expects to record a significant increase in consolidated profit (the “**Profit**”) for the year ended 30 September 2015 (the “**Year**”) as compared with that for the year ended 30 September 2014.

The significant increase in the Profit during the Year is mainly attributable to (1) a significant growth in commission and brokerage fees on dealing in securities as well as interest income of margin and initial public offering financing amid strong investor sentiment during the Year; (2) an increase in interest income from loans and advances due to the Group’s strategic focus of business expansion; and (3) an increase in placing and underwriting commission, as a result of an increase in fund size of the fund raising activities participated by the Group amid a favourable performance in secondary equity market.

Such satisfactory performance is also benefited from the stronger capital base of the Group resulting from the Company’s recent fund raising exercises completed in June and July 2015.

This positive profit alert announcement is only based on the preliminary review of the latest available financial information of the Group for the time being, which are still subject to possible adjustments arising from further internal review by the Board and audit by the auditors of the Company. The audited annual results of the Group for the Year have not yet been finalized and are expected to be announced in December 2015.

*\* for identification purposes only*

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

By order of the Board of  
**Emperor Capital Group Limited**  
**Daisy Yeung**  
*Managing Director*

Hong Kong, 4 November 2015

As at the date of this announcement, the Board comprises:

*Executive Directors:*

Ms. Daisy Yeung  
Mr. Chan Shek Wah  
Ms. Choi Suk Hing, Louisa  
Ms. Pearl Chan

*Independent Non-Executive Directors:*

Mr. Chu Kar Wing  
Mr. Poon Yan Wai  
Ms. Wan Choi Ha