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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 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 Shareholders and potential investors that, based on a preliminary review of the Group's management accounts, the Group is expected to record a significant increase in profit for the six months ended 31 March 2015 as compared with the corresponding period in 2014.

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

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 (the “**Listing Rules**”) and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “**SFO**”).

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 preliminary review of the Group's management accounts, the Group is expected to record a significant increase in profit for the six months ended 31 March 2015 as compared with the corresponding period in 2014, which is a result of the continual business growth of the Group's different business segments and in particular attributable to the increase in (i) commission income from placing and underwriting activities; and (ii) interest income from the money lending business.

This positive profit alert announcement is only based on the preliminary review of the Group's management accounts available for the time being, which are still subject to possible adjustments arising from further internal review by the Board. The unaudited interim results of the Group for the six months ended 31 March 2015 have not yet been finalized and are expected to be announced in May 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, 21 April 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  
Mr. Tse Hin Lin, Arnold