品牌中国
BRANDING CHINA

BRANDING CHINA GROUP LIMITED
品 牌 中 國 集 團 有 限 公 司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 0863)

PROFIT WARNING

This announcement is made by Branding China Group Limited (the "Company", and together with its subsidiaries, the "Group") pursuant to Rule 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO").

The board (the "Board") of directors (the "Director(s)") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on the preliminary assessment by the Board of the information currently available and the unaudited consolidated management accounts of the Group for the year ended 31 December 2016, the Group is expected to record a significant loss for the year ended 31 December 2016. The expected loss for the year ended 31 December 2016 is mainly attributable to the potential impairment of goodwill.

The information contained in this announcement is only a preliminary assessment made by the Board based solely on the information currently available and the unaudited consolidated management accounts of the Group for the year ended 31 December 2016, which have not been audited or reviewed by the auditor of the Company or reviewed by the audit committee of the Company. The audited consolidated results of the Group for the year ended 31 December 2016 are expected to be announced on or before the end of March 2017.

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
Branding China Group Limited
Fang Bin
Chairman

Shanghai, the People's Republic of China, 3 February 2017

As at the date of this announcement, the executive Directors are Mr. Fang Bin, Mr. Fan Youyuan, Mr. Patrick Zheng, Mr. Huang Wei and Mr. Song Yijun; and the independent non-executive Directors are Mr. Zhou Ruijin, Mr. Lin Zhiming and Ms. Hsu Wai Man, Helen.