SIM TECHNOLOGY GROUP LIMITED
晨訊科技集團有限公司*
(Incorporated in Bermuda with limited liability)
(Stock code: 2000)

POSITIVE PROFIT ALERT

This announcement is made by SIM Technology Group Limited ("**Company**", 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 ("**Listing Rules**") and the Inside Information Provisions (as defined in the Listing Rules).

The board of directors of the Company ("**Board**") wishes to inform the shareholders and potential investors of the Company that the Company is expected to record an increase in profit attributable to owners of the Company for the year ended 31 December 2015 ("**FY2015**") as compared to that for the year ended 31 December 2014 ("**FY2014**") of approximately HK$23.97 million. Based on the information currently available to the Board, the increase in profit after tax for FY2015 is principally attributable to the increase in turnover of the Group's core business. The unaudited profit attributable to owners of the Company for FY2015 is expected to be about 100% increment of the profit for FY2014.

The Company is still in the process of finalising the consolidated financial statements of the Group for FY2015. The information contained in this announcement is only a preliminary assessment by the management of the Company with reference to the information currently available, which may be subject to change. In addition, the information contained in this announcement is not based on any figures or information reviewed by the Company's auditors. Shareholders and potential investors of the Company are advised to refer to the details of the Group's financial results for FY2015, which is expected to be published by the end of March 2016.

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

By order of the Board
SIM Technology Group Limited
Wong Cho Tung
Executive Director

29 February 2016

As at the date of this announcement, the executive directors of the Company are Ms Yeung Man Ying, Mr Wong Cho Tung, Ms Tang Rongrong, Mr Chan Tat Wing, Richard, Mr Liu Hong and Mr Liu Jun, and the independent non-executive directors of the Company are Mr Liu Hing Hung, Mr Xie Linzhen and Mr Dong Yunting.

* *For identification purposes only*