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KK CULTURE HOLDINGS LIMITED

KK 文化控股有限公司

(Continued in Bermuda with limited liability)

(Stock code: 550)

PROFIT WARNING

This announcement is made 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Law of Hong Kong).

The Board of directors (the “**Board**”) of KK Culture Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the latest unaudited financial information, the Group is expected to extend a net loss for the year ended 31 December 2017 (“**FY2017**”) compared with last financial year.

The net loss for FY2017 was mainly attributable to the increase in administration and operating expenses which includes, in particular, i) amortisation of intangible assets adjusted as fair value as a result of the acquisition of the train media business completed in April 2016; and ii) salaries that has offset the increment in revenue.

As the Company is in the process of finalising the annual results of the Group for FY2017, the information contained in this announcement is only based on the preliminary assessment by the Company with reference to the information currently available and the consolidated management accounts of the Group, which have neither been confirmed nor audited by the Company’s auditor, and is therefore subject to necessary adjustments. Detailed financial results of the Group for FY2017 are scheduled to be announced on 26 March 2018.

Potential investors and shareholders of the Company should exercise caution when dealing in shares of the Company.

By order of the Board

KK CULTURE HOLDINGS LIMITED

Chen Jiarong

Chairman

Hong Kong, 14 March 2018

As at the date of this announcement, the Board comprises Mr. Liu Gary Wei (Chief Executive Officer) and Mr. Tsang Hing Bun as executive Directors; Mr. Chen Jiarong (Chairman) and Mr. Yiu Yu Cheung as non-executive Directors; and Mr. Chan Siu Lun, Mr. William Keith Jacobsen and Mr. Chan Chiu Hung, Alex, as independent non-executive Directors.