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PC PARTNER GROUP LIMITED

栢能集團有限公司*

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1263)

**POSITIVE PROFIT ALERT
FOR THE YEAR ENDED 31 DECEMBER 2013**

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 the Shareholders and potential investors that the Group is expected to record a significant increase in the consolidated net profit of the Group for the year ended 31 December 2013 as compared with that of the year ended 31 December 2012.

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

This announcement is made by PC Partner Group Limited (the "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 (the "Listing Rules") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Cap. 571 of the 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 the Group is expected to record a significant increase in the consolidated net profit of the Group for the year ended 31 December 2013 as compared with that of the year ended 31 December 2012. Based on the information currently available, the Board considers that the increase is principally due to the continuous improvement in the Group's product mix.

The information contained in this announcement is only based on the unaudited management accounts of the Group for the year ended 31 December 2013. The Company is in the process of finalising its final results for the year ended 31 December 2013. The overall financial results of the Group for the year ended 31 December 2013 will only be ascertained when all the relevant results and treatments are finalised. The audited final results announcement of the Group for the year ended 31 December 2013 is expected to be published before the end of March 2014.

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

By order of the Board
PC Partner Group Limited
WONG Shik Ho Tony
Chairman

Hong Kong, 18 March 2014

As at the date of this announcement, the executive Directors of the Company are Mr. WONG Shik Ho Tony, Mr. WONG Fong Pak, Mr. LEUNG Wah Kan, Mr. HO Nai Nap, Mr. MAN Wai Hung, the Non-executive Director is Mrs. HO WONG Mary Mee-Tak (Mr. CHIU Wing Yui is alternate Director to Mrs. HO WONG Mary Mee-Tak); and the Independent Non-executive Directors are Mr. IP Shing Hing, Mr. LAI Kin Jerome and Mr. CHEUNG Ying Sheung.

** For identification purposes only*