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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)

PROFIT WARNING FOR THE SIX MONTHS ENDED 30 JUNE 2014

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 board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the preliminary review of the latest unaudited management accounts of the Group, the financial result of the Group for the six months ended 30 June 2014 is expected to record a significant decline as compared with the same period in 2013. Such decline is mainly attributable to price cut on video graphics cards which resulted in a trade-off of profit margin in order to reduce the risk of holding excessive inventory as the Group has experienced a dramatic decline in demand of video graphics cards after the Bitcoin bubble burst in the second quarter of 2014.

The information contained in this announcement is only a preliminary assessment by the management of the Company based on the currently available information and such information has not been audited or reviewed by the Company’s auditor.

The Company will disclose further details of the Group’s financial performance when the financial results for the six months ended 30 June 2014 are announced.

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, 29 July 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 and 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