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HUNG HING PRINTING GROUP LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 450)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and Inside Information Provisions under Part XIVA of the Securities and Future Ordinance.

The Board wishes to inform the shareholders of the Company and potential investors that the Group expects to record an increase in profit attributable to equity shareholders of the Company by more than 3-fold for the year ended 31 December 2015 as compared to HK\$8 million of last year.

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

This announcement is made by Hung Hing Printing 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 Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group expects to record an increase in profit attributable to equity shareholders of the Company by more than 3-fold for the year ended 31 December 2015 as compared to HK\$8 million of last year. This is mainly attributable to (i) the improved gross margins by approximately 0.5% as a result of effective cost control and (ii) the absence of the negative impact resulted from fair value losses on Renminbi forward contracts of HK\$15 million incurred last year and reduction in foreign exchange losses.

The Company is in the process of preparing the preliminary annual results of the Group for the year ended 31 December 2015. The information contained in this announcement is only a preliminary assessment by the Board based on the latest consolidated management accounts of the Group which have not been audited or reviewed by the Company’s auditor, and the actual results of the Group for the year ended 31 December 2015 may be different from the disclosure herein. Shareholders of the Company and potential investors are advised to read carefully the annual results announcement of the Company for the year ended 31 December 2015 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
Hung Hing Printing Group Limited
Shek Kwok Man
Chief Financial Officer & Company Secretary

Hong Kong, 2 February 2016

As at the date of this announcement, the Board comprises Mr. Yum Chak Ming, Matthew and Mr. Sung Chee Keung, who are executive directors; Mr. Hirofumi Hori, Mr. Sadatoshi Inoue, Mr. Katsuaki Tanaka and Mr. Yam Hon Ming, Tommy, who are non-executive directors; Mr. Yap, Alfred Donald, Mr. Luk Koon Hoo and Mr. Lo Chi Hong, who are independent non-executive directors.