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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 a significant increase in profit attributable to owners of the Company to approximately HK\$11 million for the six months period ended 30 June 2015 as compared to a loss of HK\$52 million in the same six months period previous 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 a significant increase in profit attributable to owners of the Company for the six months period ended 30 June 2015 to approximately HK\$11 million as compared to a loss of HK\$52 million recorded by the Group in the same six months period previous year. The expected turnaround is mainly attributable to (i) the increase in gross profits of over HK\$30 million arising from higher sales and improved gross margins as a result of effective cost control, and; (ii) significant reduction by approximately HK\$34 million in foreign exchange and fair value losses on Renminbi forward contracts compared with the same period previous year.

The Company is in the process of finalizing the Group’s interim results for the six months ended 30 June 2015 (the “**Interim Results**”). The information contained in this announcement is only a preliminary assessment by the management of the Company based on the latest management accounts of the Group currently available and is not based on any figures or information which has been audited or reviewed by the Company’s auditors . Finalized Interim Results and other details of the Group are expected to be announced in August 2015.

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, 24 July 2015

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.