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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 for the year ended 31 December 2013 as compared to the same 12-month 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 year ended 31 December 2013 as compared to the same 12-month period previous year.

The expected significant increase in profit will be mainly attributable to (i) the profit arising from the disposal of 7.5% equity interests in paper mill entities as disclosed in the Company’s announcements dated 31 July 2013 and 9 August 2013; (ii) the higher exchange gains on Renminbi forward contracts and Renminbi monetary assets; and (iii) the absence of share of losses of associates upon redesignation of investment in paper mill entities from associates to available-for sale financial assets previous year.

The Company is preparing and finalizing the annual results of the Group for the year ended 31 December 2013. The information in this announcement is only based on the information currently available to the Board and the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2013, and is not based on any figures or information audited or reviewed by the Company’s auditor. The Group’s audited annual results for the year ended 31 December 2013 are expected to be announced in March 2014.

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
Tung Yu Bui
Company Secretary

Hong Kong, 17 February 2014

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. Yoshitaka Ozawa, Mr. Shigechika Ishida, 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.