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## **eSun Holdings Limited**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 571)**

### **PROFIT WARNING**

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 Shareholders and potential investors that, based on the preliminary unaudited consolidated management accounts of the Group for the six months ended 31 January 2018, the Group expects to record a consolidated loss attributable to the owners of the Company from the consolidated profit for the same period in 2017, which is primarily due to (a) a consolidated loss from MAGHL owing to unsatisfactory performance of the films released by MAGHL Group during the Period and (b) a lower profit contribution from joint venture of Lai Fung as the sale of the project has been substantially completed; despite a higher fair value gain arising from revaluation of Lai Fung's investment properties during the period under review.

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

This announcement is made by eSun Holdings Limited ("**Company**", and together with its subsidiaries, "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong) ("**SFO**").

Based on the preliminary unaudited consolidated management accounts of the Group for the six months ended 31 January 2018 ("**Period**"), the board of directors of the Company ("**Board**") wishes to inform shareholders of the Company ("**Shareholders**") and potential investors that the Group expects to record a consolidated loss attributable to the owners of the Company for the Period from the consolidated profit of approximately HK\$27.6 million for the same period in 2017.

The consolidated loss attributable to the owners of the Company for the Period is primarily due to (a) a consolidated loss from Media Asia Group Holdings Limited (“**MAGHL**”, a 67.56%-owned subsidiary of the Company, and together with its subsidiaries, “**MAGHL Group**”) owing to unsatisfactory performance of the films released by MAGHL Group during the Period and (b) a lower profit contribution from joint venture of Lai Fung Holdings Limited (“**Lai Fung**”, a 50.60%-owned subsidiary of the Company) as the sale of the project has been substantially completed; despite a higher fair value gain arising from revaluation of Lai Fung’s investment properties during the period under review.

The information contained in this announcement is only based on the preliminary assessment by the Group’s management according to the information that is currently available and the preliminary unaudited consolidated management accounts of the Group for the Period which have not yet been reviewed by the Company’s audit committee. The unaudited interim results of the Group for the Period are expected to be published on 22 March 2018.

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

By Order of the Board  
**eSun Holdings Limited**  
**Lui Siu Tsuen, Richard**  
*Executive Director and*  
*Chief Executive Officer*

Hong Kong, 15 March 2018

*As at the date of this announcement, the Board comprises four Executive Directors, namely Messrs. Lui Siu Tsuen, Richard (Chief Executive Officer), Chew Fook Aun, Lam Hau Yin, Lester and Yip Chai Tuck; two Non-executive Directors, namely Madam U Po Chu and Mr. Andrew Y. Yan; and four Independent Non-executive Directors, namely Messrs. Low Chee Keong (Chairman), Lo Kwok Kwei, David and Alfred Donald Yap and Dr. Ng Lai Man, Carmen.*