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**CHINESE PEOPLE HOLDINGS COMPANY LIMITED**

**中 民 控 股 有 限 公 司**

*(incorporated in Bermuda with limited liability) (stock code: 681)*

## **POSITIVE PROFIT ALERT**

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 the Shareholders and potential investors that the Group is expected to record a substantial increase in profit for the six months ended 30 September 2014 as compared to the corresponding period in 2013.

This positive profit alert announcement is only based on the preliminary review on the management accounts of the Group, which have not been audited and reviewed by the Company's auditor, and the information currently available to the Board.

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

This announcement is made by Chinese People Holdings Company Limited (the "**Company**", together with its subsidiaries as 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 under Part XIVA of the Securities and Future Ordinance (Cap.571 of the Laws of Hong Kong) (the "**SFO**").

Based on the preliminary review on the management accounts of the Group, the board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the Group is expected to record a substantial increase in profit for the six months ended 30 September 2014 as compared to the corresponding period in 2013. The substantial increase in profit is mainly attributable to (i) the increase in profit from operating activities; (ii) the increase in share of profits of joint ventures and associates; and (iii) no non-operating

loss (such loss was due to the loss on derecognition of compensation receivable of RMB60,000,000 related to lottery business, details of which may be found in note 9(b) to the audited financial statements for the year ended 31 March 2014) is recognised during this reporting period, respectively.

The Company is still in the process of finalising the Group's interim results for the six months ended 30 September 2014. The information contained in this announcement is only based on the Company's preliminary review on the management accounts of the Group, which have not been audited or reviewed by the Company's auditor, and the information currently available to the Board.

The interim results announcement of the Company for the six months ended 30 September 2014 is expected to be published not later than the end of November 2014. Shareholders and potential investors are advised to read the interim results announcement of the Company when it is published.

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

By order of the Board  
**Chinese People Holdings Company Limited**  
**Jin Song**  
*Managing Director and Executive Director*

Beijing, 21 November 2014

*As at the date of this announcement, the Board comprises four Executive Directors, namely, Dr. Mo Shikang (Chairman), Mr. Zhang Hesheng (Deputy Chairman), Mr. Jin Song (Managing Director) and Mr. Chu Kin Wang Peleus, and three Independent Non-executive Directors, namely, Dr. Liu Junmin, Prof. Zhao Yanyun and Mr. Sin Ka Man.*