

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



GAMEONE HOLDINGS LIMITED

智傲控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8282)

PROFIT WARNING

This announcement is made by Gameone Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10(2) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders of the Company and potential investors that according to the unaudited management accounts of the Group for the two months ended 28 February 2017, the Group had incurred a net loss for that period of approximately HK\$2.5 million. Based on the preliminary review of the said unaudited management accounts and other information currently available of the Group, the Group is expected to record a net loss for the three months ended 31 March 2017 (the “**Period**”), as compared with the net profit recorded for the corresponding period of 2016.

Such anticipated loss is mainly attributable to (i) the lower than anticipated revenue contribution from certain of the Group’s licensed mobile games during the Period, namely Demi Gods and Semi Devils 3D (天龍八部3D) and Age of Wu Shu (Mobile) (九陰真經手機版), which had contributed approximately HK\$9 million to the revenue for the two months ended 29 February 2016, representing approximately 48.9% of the revenue for that period; and (ii) the increase in promotion and advertising expenses for the new self/co-developed mobile game, Warlocks Z (魔法軍團Z), which was launched in the first quarter of 2017.

This announcement is made solely on the basis of the preliminary assessment made by the management of the Group with reference to the unaudited management accounts of the Group for the two months ended 28 February 2017 and information currently available to the Group. Such management accounts have not been audited or reviewed by the Company’s auditor and are subject to finalisation and adjustments. Further details of the Group’s performance of the Period will be provided in an announcement of the quarterly results of the Group for the three months ended 31 March 2017, which is

expected to be published in or around mid-May 2017. Shareholders and potential investors are advised to read carefully the said quarterly results announcement of the Company when it is published in accordance with the GEM Listing Rules.

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

By order of the Board
Gameone Holdings Limited
Sze Yan Ngai
Chairman and Executive Director

Hong Kong, 7 April 2017

As at the date of this announcement, the executive Directors are Mr. Sze Yan Ngai and Mr. Lam Kin Fai; the non-executive Director is Ms. Wong Pui Yain and the independent non-executive Directors are Mr. Yung Kai Tai, Dr. Fung Ying Him Anthony and Mr. Iu Tak Meng Teddy.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for at least 7 days from the date of its posting and will be published on the Company’s website at www.gameone.com.hk.