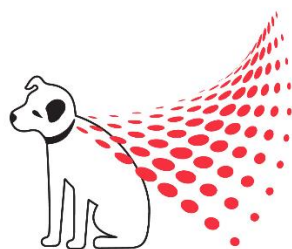


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hmv 數碼中國集團
Digital China Group

HMV Digital China Group Limited

HMV 數碼中國集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 8078)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 17.10 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 Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of HMV Digital China Group Limited (the “**Company**”) together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that the Group is expected to record a profit for the six months ended 31 December 2016 (the “**Period**”) as compared to a loss for the corresponding period in 2015. Such increase is mainly attributable to the outstanding performance of the distribution and production of films and television programmes during the Period.

The information contained in this announcement is only a preliminary assessment by the Board based on the Company’s management accounts and the information provided by the management. The above information may be subjected to further adjustment based on further updated information, and following review by the Company’s audit committee. Shareholders of the Company and potential investors are advised to read carefully the results announcement of the Company for the six months ended 31 December 2016 which will be published on 14 February 2017.

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

By Order of the Board
HMV Digital China Group Limited
Shiu Stephen Junior
Chairman

Hong Kong, 8 February 2017

As at the date hereof, the Board comprises:

Executive Directors: Mr. Shiu Stephen Junior (*Chairman*)
Ms. Li Mau (*Co-Chairman*)
Mr. Sun Lap Key, Christopher
Mr. Lee Wing Ho, Albert
Mr. Ho Gilbert Chi Hang

Non-Executive Director: Mr. Wu King Shiu, Kelvin

Independent Non-executive Directors: Mr. Chan Chi Ho
Mr. Kam Tik Lun
Mr. Tam Kwok Ming, Banny

This announcement, for which the Directors 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, 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 www.hkgem.com on the "Latest Company Announcements" page for seven days from the day of its posting and on the website of the Company at www.china3d8078.com.