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SUN CENTURY GROUP LIMITED

太陽世紀集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1383)

POSITIVE PROFIT ALERT

This announcement is made by Sun Century Group Limited (the **“Company”**, together with its subsidiaries, the **“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 (Cap. 571 of the Laws of Hong Kong).

The board of directors (**“Board”**) wishes to inform shareholders of the Company and investors that a preliminary assessment of the financial results for the year ended 31 December 2012, it is expected that a profit will be reported as compared to a loss for the year ended 31 December 2011. The improvement is mainly attributable to the increase in fair value of investment properties.

The Company is in the process of preparing the financial statements of the Group for the year ended 31 December 2012. The information contained in this announcement is only a preliminary assessment by the Board and is not based on any figures or information audited or reviewed by the Company’s auditors. The results of the Company for the year ended 31 December 2012 is expected to be announced before the end of March 2013. Shareholders of the Company and potential investors are advised to read carefully the results announcement of the Company when it is published.

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

By order of the Board
Sun Century Group Limited
Chau Cheok Wa
Chairman

Hong Kong, 6 March 2013

As at the date of this announcement, the executive Directors are Mr. CHAU Cheok Wa, Ms. YEUNG So Mui, Ms. CHENG Mei Ching, Ms. YEUNG So Lai and Mr. QIU Bin; and the independent non-executive Directors are Mr. TOU Kin Chuen, Dr. WU Kam Fun Roderick and Mr. LO Wai Tung John

* For identification purpose only