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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)

PROFIT WARNING

This announcement is made by Sun Century Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the unaudited consolidated management accounts of the Group for the year ended 31 December 2013, the Group is expected to record a loss for the year ended 31 December 2013 as compared to the profit for the corresponding year ended 31 December 2012. The Board considers that the expected loss is mainly attributable to the decrease in turnover and the decline of net increase in fair value of investment properties.

The Company is still in the process of finalising the consolidated financial results of the Group for the year ended 31 December 2013. The information contained in this announcement is only a preliminary assessment by the Company based on the unaudited consolidated management accounts of the Group for the year ended 31 December 2013 which have not been confirmed or reviewed by the Company’s auditors or audit committee. Details of the audited consolidated financial results and performance of the Group for the year ended 31 December 2013 will be disclosed in the annual results announcement to be published in due course.

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

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

Hong Kong, 26 February 2014

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