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MORRIS
HOLDINGS LIMITED

MORRIS HOLDINGS LIMITED

慕容控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 01575)

POSITIVE PROFIT ALERT

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

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on a preliminary assessment by the Board on the unaudited consolidated management accounts of the Company and its subsidiaries (the “**Group**”) for the year ended 31 December 2017, the Group expects to record a significant increase in the consolidated net profit for the year ended 31 December 2017 as compared with that for the year ended 31 December 2016. Such significant increase in consolidated net profit is primarily due to (i) increase in revenue as a result of the continuing recovery of the economy in the United States and increased demand for the Company’s products; and (ii) increase in gross profit margin mainly as a result of the increase of average selling price of the Company’s products.

The information contained in this announcement is only based on a preliminary assessment by the Board according to the unaudited consolidated management accounts of the Group for the year ended 31 December 2017 and the information available to the Board as at the date of this announcement, which have not been reviewed or audited by the auditor of the Company and are subject to adjustment. The Company is in the process of preparing and finalising the Group’s annual results for the year ended 31 December 2017. Details of the Group’s financial information for the year ended 31 December 2017 will be disclosed in its annual results announcement which is expected to be published before the end of March 2018.

Shareholders and potential investors of the Company are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. If in doubt, investors are advised to seek professional advice from professional or financial advisers.

By Order of the Board
Morris Holdings Limited
ZOU Gebing
Chairman

Hong Kong, 29 January 2018

As at the date of this announcement, the executive Directors are Mr. ZOU Gebing, Mr. CHEN Guohua, Mr. SHEN Zhidong and Mr. ZENG Jin; and the independent non-executive Directors are Mr. HUANG Wenli, Mr. LIU Haifeng and Mr. SHAO Shaomin.