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Primeview Holdings Limited

領視控股有限公司

(Incorporated in the Bermuda with limited liability)

(Stock Code: 789)

POSITIVE PROFIT ALERT

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

The board of directors (each a “**Director**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 March 2019 (the “**Year**”), it is anticipated that the Group will record a profit for the Year as compared with the loss for the year ended 31 March 2018, which was mainly attributable to non-recurrence of the impairment loss on goodwill recognised from the Group's e-commerce business of approximately HK\$141 million that adversely impacted the Group's financial results of the previous year and the increase in the operating profit generated from the Group's integrated fashion accessories platform business of approximately HK\$43 million during the Year.

The Group is still in the process of finalising the annual results for the Year. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the Year, which have not been reviewed or audited by the audit committee or the auditor of the Company and may be subject to further adjustment based on further updated information. The annual results of the Group for the Year is expected to be announced on 17 June 2019.

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

By order of the Board
Primeview Holdings Limited
Tse Hoi Chau
Chairman

Hong Kong, 4 June 2019

As at the date of this announcement, the executive Directors are Mr. Tse Hoi Chau (Chairman), Mr. Lin Shao Hua, Mr. Leung Yiu Cho and Ms. Yu Zhonglian; and the independent non-executive Directors are Mr. Lau Fai Lawrence, Mr. Lau Yiu Kit and Mr. Zeng Zhaohui.