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**PACIFIC ONLINE LIMITED**

**太平洋網絡有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 543)**

## **PROFIT ALERT**

This announcement is made by Pacific Online 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 (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the information currently available to the Board, it is expected that the net profit attributable to equity holders of the Company for the year ended 31 December 2018 would increase by approximately 20% to 30% as compared to that for the year ended 31 December 2017. Such increase in net profit attributable to equity holders of the Company is mainly due to sales improvement; and successful and continuous cost control measures during the year ended 31 December 2018.

The Group is still in the process of finalizing the annual results of the Group for the year ended 31 December 2018. The information contained in this announcement is only based on a preliminary assessment made by the management of the Company with reference to the information currently available, including the unaudited consolidated management accounts of the Group for the year ended 31 December 2018, which have not been reviewed or audited by the Company’s auditors and may be subject to adjustment. Details of the audited financial information of the Group will be disclosed in the annual results announcement of the Company for the year ended 31 December 2018, which is expected to be published by the end of March 2019.

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

By order of the Board  
**Pacific Online Limited**  
**Lam Wai Yan**  
*Chairman*

Hong Kong, 26 February 2019

*As at the date of this announcement, the Board comprises 3 executive directors, namely, Dr. Lam Wai Yan, Mr. Ho Kam Wah and Mr. Wang Ta-Hsing; and 3 independent non-executive directors, namely, Mr. Tsui Yiu Wa, Alec, Mr. Thaddeus Thomas Beczak and Mr. Lam Wai Hon, Ambrose.*