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Mobile Internet (China) Holdings Limited

移動互聯(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1439)

POSITIVE PROFIT ALERT

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

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to inform the shareholders and potential investors that, based on the information currently available to the Board, including the preliminary review of the unaudited consolidated financial information of the Group, the Group is expected to record a significant increase in profit and total comprehensive income attributable to owners of the Company for the year ended 31 December 2017 by over RMB80 million or approximately 10 times as compared to that of the year ended 31 December 2016. The Board considers that the aforesaid increase in profit and total comprehensive income attributable to owners of the Company was due to (i) the growth in revenue and gross profit resulted from the launch of new games and the expansion of games distribution platforms; and (ii) there is a significant decrease in the change in fair value of contingent consideration payable during the year.

The information contained in this announcement is only based on the information currently available to the Board, including the preliminary review of the unaudited consolidated financial information of the Group and is not based on any figure or information which has been audited or reviewed by the Company’s auditors and the audit committee of the Company and is subject to possible adjustments upon further review.

The Company is in the process of finalizing its final consolidated results of the Group for the year ended 31 December 2017. Further information and other details of the Group’s financial performance for the year ended 31 December 2017 will be announced in the forthcoming annual results announcement in due course.

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

By Order of the Board
Mobile Internet (China) Holdings Limited
Chen Hong Cai
Chairman

Jiangxi Province, the PRC, 20 March 2018

As at the date of this announcement, the executive directors of the Company are Mr. Chen Hong Cai (Chairman), Mr. Sun Shao Hua and Ms. Zheng Li Fang; and the independent non-executive directors of the Company are Mr. Liu Da Jin, Mr. Ma Yiu Ho, Peter and Mr. Wu Ping.