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eSun Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 571)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform Shareholders and potential investors that the consolidated profit attributable to the owners of the Company for the year ending 31 July 2017 is expected to record a substantial increase, which is expected to be a mix of (a) lower operating profit due to lower recognised property sales from subsidiaries of Lai Fung; (b) increased profit contribution from the property sales of Lai Fung's joint venture project; (c) tax indemnity amount received by Lai Fung from LSD pursuant to the Tax Indemnity Deed; and (d) gain on disposal of an available-for-sale investment.

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

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

The Company acts as an investment holding company and the principal activities of its subsidiaries include the development, operation of and investment in media and entertainment, music production and distribution, the investment in and production and distribution of television programmes, films and video format products, cinema operation, the sale of cosmetic products, property development for sale and property investment for rental purposes as well as the development and operation of and investment in cultural, leisure, entertainment and related facilities.

Based on the preliminary unaudited consolidated management accounts of the Group, the board of directors of the Company (“**Board**”) wishes to inform shareholders of the Company (“**Shareholders**”) and potential investors that the consolidated profit attributable to the owners of the Company for the year ending 31 July 2017 (“**Year**”) is expected to record a substantial increase from that of HK\$80.8 million for the year ended 31 July 2016.

The increase in the consolidated profit attributable to the owners of the Company for the Year is expected to be a mix of (a) lower operating profit due to lower recognised property sales from subsidiaries of Lai Fung Holdings Limited (“**Lai Fung**”, a 50.81%-owned subsidiary of the Company); (b) increased profit contribution from the property sales of Lai Fung’s joint venture project; (c) tax indemnity amount received by Lai Fung from Lai Sun Development Company Limited (“**LSD**”, the controlling shareholder of the Company) pursuant to the tax indemnity deed in connection with the listing of Lai Fung on the Stock Exchange in 1997 (“**Tax Indemnity Deed**”); and (d) gain on disposal of an available-for-sale investment.

The information contained in this announcement is only based on the preliminary assessment by the Group’s management according to the information that is currently available and the preliminary unaudited consolidated management accounts of the Group which have not yet been audited or reviewed by the Company’s auditors or audit committee. The final results of the Group for the Year are expected to be published in mid-October 2017.

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

By Order of the Board
eSun Holdings Limited
Lui Siu Tsuen, Richard
Executive Director and
Chief Executive Officer

Hong Kong, 28 July 2017

As at the date of this announcement, the Board comprises four Executive Directors, namely Messrs. Lui Siu Tsuen, Richard (Chief Executive Officer), Chew Fook Aun, Lam Hau Yin, Lester and Yip Chai Tuck; two Non-executive Directors, namely Madam U Po Chu and Mr. Andrew Y. Yan; and four Independent Non-executive Directors, namely Messrs. Low Chee Keong (Chairman), Lo Kwok Kwei, David and Alfred Donald Yap and Dr. Ng Lai Man, Carmen.