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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 that the Group is expected to record a consolidated profit attributable to owners of the Company for the year ended 31 July 2014 as compared to a consolidated loss for the corresponding year ended 31 July 2013, primarily due to higher revaluation gain arising in the revaluation of the Group's investment properties during the year, as compared to last year. Shareholders should note that as the Group's financial results for the year ended 31 July 2014 have not yet been finalised and are subject to audit by the Company's auditors, it is not certain that if the consolidated profit or loss attributable to owners of the Company for the year ended 31 July 2014, excluding property revaluation gain, will be an increase or decrease as compared to the net loss attributable to owners of the Company, excluding property revaluation gain, of HK\$249.1 million as recorded in last year.

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 the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance, Chapter 571, the Laws of Hong Kong ("**SFO**").

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 Group is expected to record a consolidated profit attributable to the owners of the Company for the year ended 31 July 2014, as compared to a consolidated loss of HK\$17.2 million for the year ended 31 July 2013.

The expected consolidated profit attributable to the owners of the Company for the year ended 31 July 2014 is primarily due to higher revaluation gain arising in the revaluation of the Group's investment properties during the year, as compared to last year. This is a non-cash item and will not have a direct impact on the cash flow of the Group. However, as the Group's financial results for the year ended 31 July 2014 have not yet been finalised and are subject to

audit by the Company's auditors, it is not certain that if the consolidated profit or loss attributable to owners of the Company for the year ended 31 July 2014, excluding property revaluation gain, will be an increase or decrease as compared to the net loss attributable to owners of the Company, excluding property revaluation gain, of HK\$249.1 million as recorded in last year.

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. The audited annual results of the Group for the year ended 31 July 2014 are expected to be published in mid October 2014.

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

On behalf of the Board
eSun Holdings Limited
Chew Fook Aun
Executive Director

Hong Kong, 29 September 2014

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), Alfred Donald Yap and Lo Kwok Kwei, David and Dr. Ng Lai Man, Carmen.