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PARADISE ENTERTAINMENT LIMITED

滙彩控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1180)

POSITIVE PROFIT ALERT

This announcement is made by Paradise Entertainment 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 (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2018 (the “**Relevant Period**”) and the information currently available to the Board, the Group is expected to record a profit for the Relevant Period, as compared to a loss of approximately HK\$35 million for six month ended 30 June 2017 (the “**Preceding Period**”). The turnaround from loss for the Preceding Period to profit for the Relevant Period was mainly due to the following factors:

- (i) an increase of approximately 10% in the Group’s revenue from provision of casino management services as a result of an increase of approximately 10% in total gross gaming revenue from the casinos under the Group’s management; and
- (ii) an increase of approximately 160% in the Group’s revenue from sale of electronic gaming equipment and systems.

* For identification purposes only

The information contained in this announcement is based on a preliminary review by the management of the Company of information currently available to the Board, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company and refer to the announcement of the interim results of the Group for the Relevant Period which is expected to be released in August 2018.

By Order of the Board
Paradise Entertainment Limited
Chan Kin Man
Company Secretary

Hong Kong, 25 July 2018

As at the date of this announcement, the executive directors of the Company are Mr. Jay Chun (Chairman and Managing Director, also alternate director to Mr. Shan Shiyong, alias, Sin Sai Yung), Mr. Shan Shiyong, alias, Sin Sai Yung and Mr. Hu Liming and the independent non-executive directors of the Company are Mr. Li John Zongyang, Mr. Kai-Shing Tao and Ms. Tang Kiu Sam Alice.