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NOBLE CENTURY INVESTMENT HOLDINGS LIMITED

仁瑞投資控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 2322)

PROFIT WARNING

This announcement is made by Noble Century Investment Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 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 preliminary review of the latest available financial information of the Group, the Group expects the loss for the period ended 30 September 2017 (the “**Period**”) will be enlarged as compared with the period ended 30 September 2016, mainly attributable to the decrease in the revenue recorded for the Period.

The information contained in this announcement is only based on the preliminary review of the Company’s management accounts, which have not been reviewed or audited by the Company’s auditor or the audit committee of the Company and hence is subject to adjustment. Detailed financial information and performance of the Group for the Period will be disclosed in its interim results announcement for the Period, which is expected to be published in the middle of November 2017.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Noble Century Investment Holdings Limited
Ms. Zheng Juhua
Chairman

Hong Kong, 27 October 2017

As at the date of this announcement, the executive directors are Ms. Zheng Juhua, Ms. Wang Yingqian and Mr. Chan Chi Yuen; the independent non-executive directors are Mr. Man Kwok Leung, Mr. Yu Pak Yan, Peter and Mr. Chi Chi Hung, Kenneth.