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CHINA CULIANGWANG BEVERAGES HOLDINGS LIMITED

中國粗糧王飲品控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 904)

POSITIVE PROFIT ALERT

This announcement is made by China Culiangwang Beverages Holdings Limited (the “**Company**” and, 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 (Cap. 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 the Group is expected to record a consolidated net profit for the six months ended 31 October 2014 (the “**Current Period**”) as compared to a consolidated net loss for the six months ended 31 October 2013 (the “**Previous Period**”). The Group’s expected profit position for the Current Period is mainly attributable to (a) increase in gross profit margin; (b) an one-off impairment loss of approximately RMB46 million in respect of property, plant and equipment due to the disposal of a subsidiary of the Company was recognised in the Previous Period whereas no such impairment loss was recognised in the Current Period; and (c) decrease in finance cost during the Current Period.

The Company is in the process of finalizing the unaudited interim results of the Group for the Current Period and this announcement is only based on the preliminary assessment of the information currently available to the Board, and is not based on any figures or information which have been audited or reviewed by the Company’s auditor. Shareholders and potential investors should refer to the interim results announcement of the Company for the Current Period which is expected to be released on 29 December 2014.

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

By Order of the Board
China Culiangwang Beverages Holdings Limited
Sun Shao Feng
Chairman

Hong Kong, 23 December 2014

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Sun Shao Feng (Chairman and Chief Executive Officer) and Mr. Chen Changgai; and three independent non-executive Directors, namely Mr. Wei Xiongwen, Mr. Hu Ji Rong and Mr. Zeng Shaoxiao.