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China Child Care Corporation Limited

中國兒童護理有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code : 1259)

PROFIT WARNING

This announcement is made by China Child Care Corporation 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 under Part XIVA of the Securities and Futures Ordinance (Cap. 571, the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on the information currently available to the Board, the Group is expected to record an additional loss attributable to equity holders of the Company for the year ended 31 December 2016 as compared to the loss attributable to the equity holders of the Company for the year ended 31 December 2015.

The additional loss was primary attributable to (1) the decrease in the revenue of child care products segment due to slowdown of economy in the People’s Republic of China and the change in consumers’ consumption habits to electronic commerce; (2) the Company continued to invest in brand and marketing promotion, and the fixed costs of the Company were not reduced; and (3) the impairment of goodwill and fixed assets due to continuing loss in child care products segment.

The Board wishes to provide a profit warning to the shareholders of Company and potential investors.

As the Group’s unaudited results for the year ended 31 December 2016 have not been finalized, the information contained in this announcement is only a preliminary estimation conducted by the management of the Company based on the latest available financial information and is subject to possible adjustments following further internal review and is not based on any figure or information which has been reviewed by the Company’s audit committee.

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

By order of the Board
China Child Care Corporation Limited
Tsai Wallen
Chairman

Hong Kong, 24 February 2017

As at the date of this announcement, the Board comprises (i) five executive directors, namely Mr. Tsai Wallen, Mr. Ge Xiaohua, Mr. Huang Xinwen, Mr. Li Zhouxin and Mr. Ma Chi Ming; (ii) one non-executive director, namely Mr. Ren Yunan; and (iii) three independent non-executive directors, namely Mr. Tang Shuo, Mr. Tsao Benedict and Ms. Chan Sze Man.