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首長國際企業有限公司

SHOUGANG CONCORD INTERNATIONAL ENTERPRISES COMPANY LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 697)

PROFIT ALERT

This announcement is made by Shougang Concord International Enterprises Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, 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 Board with reference to the unaudited consolidated management accounts of the Group for the six months ended 30 June 2019 (the “**2019 Interim Period**”) and other information currently available to the Board, the Group’s overall net profit for the 2019 Interim Period maintains a continuous rapid growth. Despite a loss arising from the disposal of the equity interest in Shougang Concord Century Holdings Limited (an associate of the Company), the Group expects to record an increase of approximately 35%-55% in consolidated profit attributable to the Shareholders for the 2019 Interim Period, as compared to HK\$218 million for the six months ended 30 June 2018.

2019 is the second year that the Group focuses on the management and operation of car parking assets and management of private funds that are oriented towards urban redevelopment. With the efforts of the Group, the profitability of the Group’s principal businesses have been enhanced significantly. Having the rapid growth of the number of the car parking spaces managed by the Group, the revenue scale from car parking business has been expanded rapidly. The Group has also upgraded the operational efficiency and services level of its car parking assets, and the gross profit of the car parking business segment has been improved as well. In the first half of 2019, the scale of new fund management business has exceeded RMB10 billion. Due to the rapid expansion in the scale of the funds and the excess returns generated from the withdrawal of some investment projects, the performance of the fund management business in the first half of 2019 has an explosive growth. Considering the above factors, the Group has recorded an increase in consolidated profit attributable to the Shareholders for the 2019 Interim Period as compared to that of 2018.

The information contained in this announcement is a preliminary assessment by the Board based on the information currently available. The Group’s results for the 2019 Interim Period are still under review and subject to finalization and confirmation by the auditor of the Company, as well as approval by the Board at the board meeting to be held in late August 2019. The results announcement of the Company for the 2019 Interim Period will be published in late August 2019.

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

By order of the Board
**Shougang Concord International
Enterprises Company Limited**
Zhao Tianyang
Chairman

Hong Kong, 24 July 2019

As at the date of this announcement, the Board comprises Mr. Zhao Tianyang (Chairman), Mr. Li Shaofeng (Vice Chairman), Mr. Xu Liang and Mr. Liang Hengyi (Managing Director) as Executive Directors; Dr. Li Yinhui, Mr. Liu Jingwei, Mr. Ho Gilbert Chi Hang and Mr. Li Hao as Non-executive Directors; Dr. Wang Xin, Mr. Choi Fan Keung Vic, Mr. Deng Yougao, Ms. Zhang Quanling and Dr. Qiao Yongyuan as Independent Non-executive Directors.