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POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that based on information currently available, the unaudited consolidated net profit of the Group for the six months ended 30 September 2013 is expected to increase significantly as compared with the corresponding period in 2012. However, it is expected that after taking into account the non-controlling interests, the Group would record loss attributable to equity holders of the Company for the six months ended 30 September 2013. The information contained in this announcement is only based on the preliminary assessment by the management of the Company of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2013 and is not based on any figure or information which has been audited or reviewed by the Company's auditors.

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

This announcement is made pursuant to Rule 17.10 of the Rule Governing the Listing Securities on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited (“GEM Listing Rules”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (“SFO”).

The board of directors (the “**Board**”) of Oriental City Group Holdings Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) wishes to inform the shareholders of the Company and potential investors that, based on information currently available, the unaudited consolidated net profit of the Group for the six months ended 30 September 2013 is expected to increase significantly as compared with the corresponding period in 2012, mainly attributable to the substantial increase in the revenue of the card acceptance business of the Group during the six months ended 30 September 2013. However, it is expected that after taking into account the non-controlling interests, the Group would record loss attributable to equity holders of the Company for the six months ended 30 September 2013.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2013 and is not based on any figure or information which has been audited or reviewed by the Company’s auditors. The Company is in the process of finalising the interim results of the Group for the six months ended 30 September 2013. Details of the Group’s financial information and performance will be disclosed when the Group’s interim results for the six months ended 30 September 2013 are announced.

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

By Order of the Board
Oriental City Group Holdings Limited
Cheng Nga Ming Vincent
Chairman

Hong Kong, 5 November 2013

As at the date of this announcement, the Board comprises (i) four executive Directors, namely Mr. Cheng Nga Ming Vincent, Ms. Cheng Nga Yee, Mr. Cao Guoqi and Mr. Fung Weichang; (ii) one non-executive Director, namely Mr. Zhang Huaqiao; and (iii) three independent non-executive Directors, namely Mr. Lee Kin Fai, Mr. Wang Yiming and Mr. Lu Dongcheng.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement in this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least 7 days from the date of its posting and on the Company’s website at www.ocg.com.hk.