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Rosedale Hotel Holdings Limited

珀麗酒店控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 1189)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the consolidated management accounts of the Group for the six months ended 30 June 2014, it is expected that the Group will record a significant profit after taxation as compared with the loss for the six months ended 30 June 2013. Such expected profit was mainly attributable to the gain on disposal of 60% equity interest in and corresponding shareholder's loan due by More Star Limited completed in March 2014.

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

This announcement is made by Rosedale Hotel Holdings Limited (the "Company") 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 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 and potential investors that, based on the preliminary assessment of the consolidated management accounts of the Group for the six months ended 30 June 2014, it is expected that the Group will record a significant profit after taxation as compared with the loss for the six months ended 30 June 2013. Such expected profit was mainly attributable to the gain on disposal of 60% equity interest in and corresponding shareholder’s loan due by More Star Limited completed in March 2014.

The information contained in this announcement is only a preliminary assessment by the management of the Company based on currently available information and such information has not been audited or reviewed by the Company’s auditor. The Company is in the process of finalising the interim results of the Group for the six months ended 30 June 2014 which are expected to be announced before the end of August 2014.

Shareholders of the Company and potential investors are advised to read the interim results announcement of the Group for the six months ended 30 June 2014 when it is published.

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
Rosedale Hotel Holdings Limited
Cheung Hon Kit
Chairman

Hong Kong, 4 August 2014

As at the date of this announcement, the Board comprises:–

Executive Directors:

Mr. Cheung Hon Kit (*Chairman*)
Ms. Chan Ling, Eva (*Managing Director*)
Mr. Chan Pak Cheung, Natalis

Independent Non-Executive Directors:

Mr. Kwok Ka Lap, Alva
Mr. Poon Kwok Hing, Albert
Mr. Sin Chi Fai