

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Primeview Holdings Limited

領視控股有限公司

(Incorporated in the Bermuda with limited liability)

(Stock Code: 789)

UPDATE ON THE PROGRESS OF FULFILLMENT OF RESUMPTION CONDITIONS

This announcement is made by Primeview Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rules 13.09(2)(a) and 13.24A of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcements of the Company dated 13 September 2017, 27 October 2017, 1 November 2017 and 7 November 2017 (the “**Announcements**”) respectively. Unless otherwise stated, capitalised terms have the same meanings as ascribed to them in the Announcements.

UPDATE ON THE PROGRESS OF ENGAGEMENT OF PROFESSIONAL ADVISERS

As disclosed in the Announcements, the first delisting stage will expire on 26 April 2018 and the Company is required to submit a viable resumption proposal to the Stock Exchange at least 10 business days before the expiry of the first delisting stage (the “**Deadline**”).

In this regard, the Company has appointed Alliance Capital Partners Limited (the “**Financial Adviser**”) as its financial adviser and KLC Transactions Limited (the “**Internal Control Consultant**”) as its internal control consultant. The Internal Control Consultant is currently conducting an independent internal control review of the Group to assess whether the financial reporting procedures and internal control systems of the Group are adequate to meet the obligations of the Company under the Listing Rules. It is expected that the Internal Control Consultant will issue the relevant review report before the Deadline.

UPDATE ON REVIEW OF FINANCIAL POSITION

In addition, the Company has been continuously reviewing the Group's financial position, and is currently assessing and considering the appropriate accounting treatments on certain items in its financial statements, including but not limited to the financial treatment regarding its e-commerce business and the deposits paid for trademark acquisition.

UPDATE ON REVIEW OF BUSINESS AND OPERATION

As disclosed in the Announcements, the Group continues to conduct its businesses in the ordinary and usual course. As disclosed in the announcement of the Company dated 18 October 2017, the Group has acquired the entire equity interests in Viennois Online Limited and 廣州唯亞智能科技有限公司 (Guangzhou Wei Ya Smart Technology Limited*), which are principally engaged in the operation of online platforms (respectively, www.viennois-online.com and cn.viennois-online.com) providing product listing services (including marketing artwork design, photo-taking and product delivery) to business customers (the “**Acquisition**”). Following completion of the Acquisition, the Group has commenced a new business segment, namely the operation of online platforms for fashion jewellery products listing services, which has been generating revenue since October 2017.

The Company shall continue to actively seek suitable business expansion opportunities with the aim of fulfilling the resumption conditions imposed by the Stock Exchange and creating value for its shareholders.

In the meantime, the Company is working closely with the Financial Adviser to formulate a viable resumption proposal which will include details of its business development plan, its view on the audit qualifications to its financial statements for the year ended 31 March 2017, the review results of its financial reporting procedures and internal control systems, and other material information of the Company. The resumption proposal is expected to be submitted to the Stock Exchange before the Deadline.

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange was suspended from 9:00 a.m. on 3 July 2017 and will remain suspended until further notice.

Further announcement(s) will be made by the Company to inform the Shareholders and potential investors of any material development relating to the captioned matters.

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

By order of the Board
Primeview Holdings Limited
Tse Hoi Chau
Chairman

Hong Kong, 15 February 2018

As at the date of this announcement, the executive Directors are Mr. Tse Hoi Chau (Chairman), Mr. Lin Shao Hua, Mr. Leung Yiu Cho and Ms. Yu Zhonglian; and the independent non-executive Directors are Mr. Lau Fai Lawrence, Mr. Lau Yiu Kit and Mr. Zeng Zhaohui.

* *English translation of the name for identification purpose only*