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## **DADI EDUCATION HOLDINGS LIMITED**

**大地教育控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock code: 8417)**

### **PROFIT WARNING**

This announcement is made by Dadi Education Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on a preliminary review of the unaudited financial information currently available to the Board, the Group is expected to record a decline in net profit for the nine months ended 31 December 2017 (the “**Period**”) as compared to the net profit recorded in the nine months ended 31 December 2016. The aforesaid decline in net profit was mainly attributable to the increase in marketing costs resulted from additional advertising activities and hosting large scale exhibitions, and staff costs resulted from increased headcounts.

As the Company is still in the process of finalising its consolidated financial results for the Period, the information contained in this announcement is only based on the preliminary assessment by the Board on the unaudited draft consolidated management accounts of the Group for the Period and the information available for the time being, which have been neither audited by the auditor of the Company nor reviewed by the audit committee of the Company. The above information may be subject to possible adjustments upon further review. Shareholders and potential investors are advised to read carefully the third quarterly results announcement of the Group for the Period, which is expected to be published by mid-February 2018 in accordance with the GEM Listing Rules.

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

By order of the Board  
**Dadi Education Holdings Limited**  
**Chung Wang Lung**  
*Chairman and Executive Director*

Hong Kong, 1 February 2018

*As at the date of this announcement, the executive Directors are Mr. Chung Wang Lung, Mr. Mok Patrick and Ms. So Pik Sau, the non-executive Director is Ms. Feng Wanning and the independent non-executive Directors are Mr. Wong Tak Chun, Ms. Chung Wai Nar and Mr. Tsang Chi Fung.*

*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 herein or this announcement misleading.*