

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.

China Child Care Corporation Limited

中國兒童護理有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1259)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, the Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record an approximate 65%-75% decrease in its net profit after tax for the six months ended 30 June 2015 as compared with that of the corresponding period in 2014.

The information contained in this announcement is only a preliminary assessment by the management of the Company based on the latest available information and is subject to possible adjustments following further internal review and is not based on any figure or information which has been reviewed by the Company's audit committee.

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 China Child Care Corporation Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) 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 the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on the current estimate of the Company’s management, the Group is expected to record an approximate 65%-75% decrease in its net profit after tax for the six months ended 30 June 2015 as compared with that of the corresponding period in 2014. Such significant decrease in net profit after tax was mainly due to an estimated decrease of approximate 20%-25% in the revenue of the Group. The decrease in revenue of the Group was due to a slower growth of domestic economy and a corresponding decrease in sales from distributors. The decrease in sales from distributors was mainly due to closure of some supermarket points of sales and consumers’ switch of consumption habit to e-commerce. In addition, a write-back of tax provision of approximately RMB40.9 million in respect of the year ended 31 December 2013 was made during the first half of 2014 and there was no such write-back of tax provision made during the first half of 2015.

However, as the Company is still in the process of finalizing its unaudited results for the six months ended 30 June 2015, the information contained in this announcement is only a preliminary assessment by the management of the Company based on the latest available information and is subject to possible adjustments following further internal review and is not based on any figure or information which has been reviewed by the Company’s audit committee. The interim results of the Group for the six months ended 30 June 2015 is expected to be announced by the end of August 2015.

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
China Child Care Corporation Limited
Li Zhenhui
Chairman of the Board

7 July 2015

As at the date of this announcement, the Board comprises (i) five executive directors, namely, Mr. Li Zhenhui, Mr. Xie Jinling, Mr. Ge Xiaohua, Mr. Huang Xinwen and Ms. Hong Fang; and (ii) three independent non-executive directors, namely, Mr. Chen Shaojun, Mr. Ren Yunan and Mr. Wong Wai Ming.