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**SAN MIGUEL BREWERY
HONG KONG LTD.**

香港生力啤酒廠有限公司

(Incorporated in Hong Kong with limited liability)
(Stock Code: 236)

POSITIVE PROFIT ALERT

This announcement is made by San Miguel Brewery Hong Kong 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 the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (“Shareholders”) and potential investors that based on the preliminary review on the latest available unaudited management accounts of the Company and its subsidiaries (the “Group”), the Group is expected to record a net profit attributable to shareholders of the Company for the year ended 31 December 2016 as compared to the loss for the same period in 2015. The Board considers that the net profit is mainly attributable to:

- (i) lower cost of sales that was mainly due to the drop in aluminium price and the depreciation of Renminbi;
- (ii) lower advertising and promotion expenses due to re-evaluation and reallocation of media mix; and rationalization of creative production costs; and
- (iii) increase in rental income generated by the Group’s investment property.

The Company is in the process of finalising the annual results of the Group for the year ended 31 December 2016. The information contained in this announcement is only based on a preliminary assessment by the Company on the unaudited consolidated management accounts of the Group for the year ended 31 December 2016 and the information currently available to the Company which may be subject to further amendments. The Company expects to announce its consolidated annual results for the year ended 31 December 2016 on 24 February 2017.

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

By Order of the Board
San Miguel Brewery Hong Kong Ltd.
John K.L. Cheung
Company Secretary

Hong Kong, 14 February 2017

As at the date of this announcement, the Board of the Company comprises the executive director, Mr. Ramon G. Torralba, the non-executive directors, Mr. Ramon S. Ang (Chairman), Mr. Carlos Antonio M. Berba (Deputy Chairman), Ms. May (Michelle) W. M. Chan, Mr. Takashi Hayashi, Mr. Roberto N. Huang, Mr. Katsuhiko Matsumoto and Mr. Takeshi Wada; and the independent non-executive directors, Dr. the Hon. Sir David K. P. Li, Mr. Ng Wai Sun, Mr. Reynato S. Puno and Mr. Carmelo L. Santiago.