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PHOENIX
HEALTHCARE
GROUP
鳳凰醫療集團

Phoenix Healthcare Group Co. Ltd

鳳凰醫療集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1515)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to the provisions of inside information (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance and Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that based on the information currently available to the Company and the preliminary assessment by the Company's management with reference to the unaudited management accounts of the Group for the year ended December 31, 2014, the Group is expected to record a significant increase in consolidated net profit attributable to the Shareholders of the Company for the year ended December 31, 2014 as compared with the consolidated net profit attributable to the Shareholders of the Company of approximately RMB90.0 million for the year ended December 31, 2013.

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

This announcement is made by Phoenix Healthcare Group Co. Ltd (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to the provisions of inside information (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited) (the “**Listing Rules**”) under Part XIVA of the Securities and Futures Ordinance (Cap. 571) and Rule 13.09 of the Listing Rules.

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the information currently available to the Company and the preliminary assessment by the Company’s management with reference to the unaudited management accounts of the Group for the year ended December 31, 2014, the Group is expected to record a significant increase in consolidated net profit attributable to the Shareholders of the Company for the year ended December 31, 2014 as compared with the consolidated net profit attributable to the Shareholders of the Company of approximately RMB90.0 million for the year ended December 31, 2013.

The Board considers that the expected improvement in the overall results of the Group for the year ended December 31, 2014 as compared with the corresponding period in 2013 was mainly attributable to the following reasons:

- Due to the continuous increase in the overall patient visits and average spending per patient visit of the Group’s in-network hospitals and clinics, the Group has recorded a strong growth in revenue and gross profit, in particular, the hospital management services segment and supply chain business segment, for the year ended December 31, 2014 as compared to the corresponding period in 2013.
- There has been a decrease in finance costs as a result of the full repayment of a shareholder’s loan and a long-term loan, and a reduction in other expenses incurred in 2013 in relation to the listing of the Group which is non-recurring in nature as compared to the corresponding period in 2013.

However, the Board would like to remind the Shareholders and potential investors that such performance may not be indicative of the Group’s future performance.

The information contained in this announcement is only based on information currently available to the Company and the preliminary assessment by the Company’s management with reference to the unaudited management accounts of the Group for the year ended December 31, 2014, which have not been audited or reviewed by the Company’s independent auditor or the audit committee of the Board. Shareholders and potential investors are advised to refer to the details in the annual results announcement of the Company for the year ended December 31, 2014, which is to be released not later than March 31, 2015.

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

By the order of the Board
Phoenix Healthcare Group Co. Ltd
Liang Hongze
Chairman

Hong Kong, January 12, 2015

As at the date of this announcement, the Board of the Company comprises Mr. Liang Hongze, Ms. Xu Jie, Mr. Zhang Xiaodan, Mr. Xu Zechang and Mr. Jiang Tianfan, as executive directors; Mr. Yang Huisheng and Mr. Rui Wei, as non-executive directors; and Mr. Kwong Kwok Kong, Ms. Cheng Hong, Mr. Wang Bing and Mr. Sun Jianhua, as independent non-executive directors.