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K W Nelson Interior Design and Contracting Group Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8411)

POSITIVE PROFIT ALERT

This announcement is made by K W Nelson Interior Design and Contracting Group Limited (the “**Company**”, 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 in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to record an increase in profit of more than 40% for the year ended 31 December 2017 as compared to that for the year ended 31 December 2016 of approximately HK\$17.5 million after adjusting the listing expense of approximately HK\$12.8 million for the year ended 31 December 2016.

Based on the information available for the time being, the Board considers that the expected increase in profit for the year ended 31 December 2017 was mainly attributable to a significant increase in revenue of the fourth quarter for the year ended 31 December 2017 as compared to that for the year ended 31 December 2016, which was mainly attributable to more projects with larger size carried out by the Group during the period.

The information contained in this announcement is based on the preliminary assessment made by the management of the Group with reference to information available for the time being, including the unaudited management accounts of the Group for the year ended 31 December 2017 which is still in the process of being finalised and has not been reviewed or audited by the Company’s auditors.

Further details of the Group’s performance will be provided in the financial results of the Group for the year ended 31 December 2017 to be published pursuant to 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 of
K W Nelson Interior Design and Contracting Group Limited
Lau King Wai
Chairman and Chief Executive Officer

Hong Kong, 16 January 2018

As at the date of this announcement, the Board comprises Mr. Lau King Wai, Ms. Leung May Yan and Mr. Wong Siu Hong Edward as executive Directors, and Mr. Li Wai Kwan, Mr. Hui Harry Chi and Ms. So Patsy Ying Chi as independent non-executive Directors.

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.

This announcement will remain on the “Latest Company Announcements” page of the website of the Growth Enterprise Market at www.hkgem.com for at least seven days from the date of its posting. This announcement will also be published on the Company’s website at <http://www.kwnelson.com.hk>.