

7 August 2015

## **2015 Second Quarterly Market Update**

### **Company Financial Position Updates**

Australia Samly Holdings Group Limited (the **Company**) has experienced a significant increase in sales revenue and net profit after tax in the quarter ended 30 June 2015. The following is the Company's 2015 second quarter financial update.

#### **1. Reporting Period**

- The reporting period of the updates is 1 April 2015 through 30 June 2015; and the comparison period is 1 January 2015 through 31 March 2015.

#### **2. Increase in revenue and profit**

- The important information is outlined as below (figures are unaudited):
  - The Operational income for the quarter ended 30 June 2015 is RMB5,678,315.53 increased by 124.3% compared to the first quarter 2015 (RMB2,531,502.37); and
  - The net profit after tax (**NPAT**) is RMB640,058.79 increased by 126% compared to the first quarter 2015 (-RMB2,460,887.32)

#### **3. Operational reasons for the increase in sales revenue**

- The new packaging design and marketing campaigns are receiving a positive market response, which leading an increase in the sales revenue.
- The sales is gradually back to normal and showing a strongly growing trend.

#### **4. Operational reasons for the increase in NPAT**

- Profit margins keep steady with the decrease in marketing expenses, which brings the increase in net profit after tax.
- As the company was bearing a heavy marketing expenses during the period of November 2014 to March 2015, the profit is significantly dropped accordingly, while after March 2015 the main cost of sell is reduced to amortizations that leading the increase in net profit after tax.

**Jiajun Li**

Company Secretary

On behalf of Australia Samly Holdings Group Limited