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MOBI Development Co., Ltd.
摩比發展有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 947)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rules 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of 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 a substantial increase in its unaudited consolidated net profit for the year ended 31 December 2014 as compared to the corresponding period in 2013.

The information contained in this announcement is only a preliminary assessment made by the management of the Company based on the unaudited consolidated management accounts of the Group for the year ended 31 December 2014, which have not been reviewed or audited by the Company's auditors.

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 MOBI Development Co., Ltd. (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 (Chapter 571 of the Laws of Hong Kong).

The board of directors ("the Board") wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a substantial increase in its unaudited consolidated net profit for the year ended 31 December 2014 as compared to the corresponding period in 2013.

The substantial increase in the Group's net profit was primarily attributable to the following reasons:

- (i) Benefiting from the gradual recovery in global economy and the 4G network building of the PRC network operators, there was a continued growth in the scale of the Group's international business and a significant increase in the sales of the Group's 4G related products including antenna, base station RF subsystem and coverage extension to 4G network operators and network solution providers in the PRC;
- (ii) There was an improvement in the Group's gross profit margin due to the change of product mix and the launch of high-ended products; and
- (iii) There was an improvement in the Group's profitability attributable to economy of scale and the effective costs control measures.

The information contained in this announcement is only a preliminary assessment made by the management of the Company based on the unaudited consolidated management accounts of the Group, which have not been reviewed or audited by the Company's auditor. Shareholders of the Company and potential investors are advised to refer to the details in the annual results announcement of the Company for the year ended 31 December 2014 which is expected to be released in late March 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
MOBI Development Co., Ltd.
Hu Xiang
Chairman

Hong Kong, 23 January 2015

As at the date of this announcement, the executive directors of the Company are Mr. Hu Xiang and Mr. Shao Zhiguo; the non-executive directors are Mr. Qu Deqian and Mr. Yang Dong; and the independent non-executive directors are Mr. Li Tianshu, Mr. Zhang Han and Mr. Li Guinian.