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e-KONG
e-Kong Group Limited

(Incorporated in Bermuda with limited liability)

www.e-kong.com

(Stock Code: 524)

PROFIT WARNING

This announcement is made by e-Kong Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

Based on the information currently available, the board of directors of the Company (the “Board”) wishes to inform the shareholders of and potential investors in the Company that it is anticipated the interim results of the Group for the six months ended 30 June 2014 (the “2014 Interim Results”) will record a significant increase in loss as compared with that for the six months ended 30 June 2013.

The anticipated increase in loss in the 2014 Interim Results is mainly attributable to the Group’s share of results of its joint venture, ANZ Communications LLC (“ANZ”), for the same period, whose operating loss has significantly increased following (a) a decrease in revenue and margin contributions from its traditional voice business, and (b) an increase in sales, marketing and personnel costs as ANZ continues to invest in its new hosted Unified Communication solutions and cloud-based applications during its early roll-out phase.

The information contained in this announcement is only based on a preliminary assessment of the unaudited management accounts of the Group by management and information currently available to the Group. The 2014 Interim Results are still in the process of being finalised.

Further details on the Group's financial status will be published in the interim results of the Group for the six months ended 30 June 2014, which are expected to be announced on or about 29 August 2014.

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

By Order of the Board
Lau Wai Ming Raymond
Company Secretary

Hong Kong, 19 August 2014

As at the date of this announcement, the Board of the Company comprises Executive Directors, Richard John Siemens and Lim Shyang Guey; and Independent Non-executive Directors, John William Crawford J.P., Gerald Clive Dobby and Thaddeus Thomas Beczak.