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北京北大青鳥環宇科技股份有限公司

BEIJING BEIDA JADE BIRD UNIVERSAL SCI-TECH COMPANY LIMITED

(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock code: 08095)

POSITIVE PROFIT ALERT

This announcement is made by Beijing Beida Jade Bird Universal Sci-Tech Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on information currently available, the Group is expected to record an increase in profit from continuing and discontinued operations attributable to the owners of the Company for the nine months ended 30 September 2019 by not less than 400%, as compared to a profit attributable to the owners of the Company of approximately RMB186.7 million for the corresponding period in 2018. The expected increase in profit from continuing and discontinued operations attributable to the owners of the Company was mainly attributable to the recognition of a gain on deemed disposal of subsidiaries of not less than approximately RMB800.0 million for the nine months ended 30 September 2019, upon the completion of listing of the shares of Beida Jade Bird Universal Fire Alarm Device Company Limited, a former subsidiary of the Company on The Small and Medium Enterprises Board of the Shenzhen Stock Exchange. Details were disclosed in the announcements of the Company dated 1 February 2013, 17 November 2014, 13 March 2017, 6 April 2017, 10 April 2017, 19 July 2019, 29 July 2019 and 8 August 2019 and the circular of the Company dated 27 February 2013.

The Company is still in the process of finalising the third quarterly results of the Group for the nine months ended 30 September 2019. The information contained in this announcement is only based on preliminary assessment made by the Board with reference to the information currently available to the Board and is not based on any figures or information which have been reviewed by the Company's auditors. The finalised third quarterly results of the Group for the nine months ended 30 September 2019 are expected to be published by the Company on 7 November 2019.

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

By order of the Board
Beijing Beida Jade Bird Universal Sci-Tech Company Limited
Ni Jinlei
Chairman

Beijing, the PRC
29 October 2019

As at the date of this announcement, Mr. Ni Jinlei, Mr. Zhang Wanzhong and Ms. Zheng Zhong are executive Directors, Ms. Xue Li, Mr. Xiang Lei and Mr. Ip Wing Wai are non-executive Directors and Mr. Shao Jiulin, Mr. Li Juncai, Mr. Li Chonghua and Mr. Shen Wei are independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM 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 GEM website at "www.hkgem.com" on the "Latest Company Announcements" page for at least 7 days from the date of its posting and on the website of the Company at "www.jbu.com.cn".