

28 April 2017

2017 First Quarter Market Update

Company Financial Position Updates

Australian Samly Holdings Group Limited (**SSX: 8SA**) (**Company**) has experienced a decrease in sales revenue and profit after tax in the first quarter of 2017 compared with the same period in 2016. The following is the Company's 2017 first quarter financial update as required to be disclosed to SSX.

1. Reporting Period and Currency Unit

The reporting period of this update is 1 January 2017 through to 31 March 2017 (**Reporting Period**). The comparison period is 1 January 2016 through to 31 March 2016 (**Previous Period**). The currency unit in use is Chinese Yuan (RMB).

2. Decrease in revenue

During the Reporting Period, the Company recorded net income of RMB 9.1066 million, which represents a decrease of 13% from the Previous Period. Loss after tax for the Reporting Period was RMB 1.7 million, which represents a reduction of loss by 40% from the Previous Period.

3. Operational reasons for decrease in loss

The reduction in the Company's loss by 40% is mainly attributable to the implementation of a cost reduction policy, and a change in the distribution policy which focuses on reducing market costs for the Company. During the Reporting Period, the Company's management costs were RMB 4.75 million, which represents a decrease of 38% from the Previous Period.

4. Other operational updates

On 20 March 2017, Shenzhen New Life Biological Technology Co., Ltd (**Shenzhen New Life**), a subsidiary of the Company, repaid its RMB 10 million loan to Industrial Bank Co., Ltd (Houhai, Shenzhen branch).

On 21 March 2017, Industrial Bank Co., Ltd reissued a RMB 10 million loan to the Company (**Loan**), using the Company chairman's personal property as collateral. The Loan has a term between 21 March 2017 to 20 March 2018 and a benchmark interest rate of +1.268% (this is approximately 5.3% annually).

Please note the above quoted financial data is unaudited.

There is a Chinese version attached to this announcement and the Chinese version is an accurate translation of the content of the English version and in the event of any inconsistency between the English and Chinese versions the English version prevails.

Jiajun Li

Company Secretary
On behalf of Australia Samly Holdings Group Limited

生命力 2017 年一季度经营简报

1、2017 年 1 月至 2017 年 3 月实现净收入人民币 910.66 万元，对比去年同期收入人民币 1,041.71 万元下滑了 13%。2017 后 1 月至 2017 后 3 月实现净亏损人民币 170 万元，对比去年同期人民币亏损 285 万元减少了 40%。（以上财务数据均为未审计数据）

2、公司 2017 年第一季度经营业绩对比去年同期变化主要因为：今年实行降本增效，营销政策也由去年的现货为主，少量铺货政策转为全部现货，杜绝铺货，由此带来了市场费用的节约。2017 年 1 月至 2017 年 3 月市场、管理费用人民币 475 万对比去年同期人民币 773 万下降了 38%。

3、深圳市生命力生物保健科技有限公司于 2017 年 3 月 20 日偿还了兴业银行深圳前海支行到期的 1000 万元人民币贷款；通过公司董事长个人房产抵押物后，兴业银行深圳前海支行于 2017 年 3 月 21 日重新发放 1000 万元人民币贷款给到公司，期间为一年从 2017 年 3 月 21 日至 2018 年 3 月 20 日；贷款利率为央行基准利率+1.268%（约为年化利率 5.3%左右）。