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20 years, young HC!

HC INTERNATIONAL, INC.

慧聪网有限公司*

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 02280)

POSITIVE PROFIT ALERT

This announcement is made by HC International, Inc. (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Part XIVA of the Securities and Futures Ordinance and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record an increase of not less than 50% in the profit attributable to equity holders, and an increase of not less than 20% in the revenue of the Company for the nine months ended 30 September 2014 as compared to the corresponding period in 2013. Based on the information currently available, the Board believes that the said increases are attributable to, among other things, the stable growth of the on-line business of the Group.

As the Company is still in the process of preparing the results for the nine months ended 30 September 2014, information contained in this announcement is only based on a preliminary assessment of the unaudited management accounts of the Group and information currently available. It is not based on any data or information being audited or reviewed by the auditors of the Company.

Further information and other details of the Group’s financial performance for the nine months ended 30 September 2014 will be disclosed in the forthcoming quarterly results announcement, which is scheduled to be published on 12 November 2014.

* For identification purposes only

Shareholders of the Company and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
HC International, Inc.
Guo Jiang
*Chief Executive Officer and
Executive Director*

Beijing, the People's Republic of China, 30 October 2014

As at the date of this announcement, the Board comprises:

Mr. Guo Fansheng (*Executive Director and Chairman*)

Mr. Guo Jiang (*Executive Director and Chief Executive Officer*)

Mr. Lee Wee Ong (*Executive Director and Chief Financial Officer*)

Mr. Yang Ning (*Executive Director and President*)

Mr. Li Jianguang (*Non-executive Director*)

Mr. Guo Wei (*Non-executive Director*)

Mr. Zhang Ke (*Independent non-executive Director*)

Mr. Xiang Bing (*Independent non-executive Director*)

Mr. Zhang Tim Tianwei (*Independent non-executive Director*)