



2016年8月15日

各位

会社名 新華ホールディングス・リミテッド
 (URL : www.xinhuaholdings.com)
 代表者名 最高経営責任者 (CEO)
 レン・イー・ハン
 (東証第二部 コード番号 : 9399)
 連絡先 経営企画室マネージャー
 高山 雄太
 (電話 : 03-4570-0741)

GINSMS Inc.の2016年12月期第2四半期の業績（要約損益計算書）について

新華ホールディングス・リミテッド（以下「当社」といいます。）は、当社の連結子会社である GINSMS Inc.（以下、「GINSMS」といいます。）の2016年12月期第2四半期の要約損益計算書を以下のとおりお知らせいたします。

本プレス・リリースは、GINSMSが2016年8月11日付（現地時間）でカナダの情報開示システム SEDAR (<http://www.sedar.com/>) にて開示したニュース・リリース” GINSMS ANNOUNCES FINANCIAL RESULTS FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2016” 「GINSMSの2016年12月期第2四半期の財務結果に関するお知らせ」からの抜粋となります。当該ニュース・リリース（英文）についても添付しますので併せてご参照ください。

GINSMSの2016年1月1日～2016年6月30日の財務情報は、国際会計基準審議会（IASB）が策定する国際財務報告基準（IFRS）に従い作成されております。

要約損益計算書：

通貨：カナダドル 負数：（）内にて表示	自2016年 4月1日 至2016年 6月30日 (未監査)	自2015年 4月1日 至2015年 6月30日 (未監査)	自2016年 1月1日 至2016年 6月30日 (未監査)	自2015年 1月1日 至2015年 6月30日 (未査済)
売上高				
A2P メッセージング・サービス	1,483,777	808,109	2,889,177	1,435,644
IOSMS メッセージング・サービス	-	-	-	12,598
ソフトウェア製品・サービス	195,644	262,937	451,656	446,352
	1,679,421	1,071,046	3,340,833	1,894,594

通貨：カナダドル 負数：（）内にて表示	自 2016 年 4 月 1 日 至 2016 年 6 月 30 日 (未監査)	自 2015 年 4 月 1 日 至 2015 年 6 月 30 日 (未監査)	自 2016 年 1 月 1 日 至 2016 年 6 月 30 日 (未監査)	自 2015 年 1 月 1 日 至 2015 年 6 月 30 日 (未査済)
売上原価				
A2P メッセージング・サービス	1,267,443	778,004	2,477,187	1,360,242
IOSMS メッセージング・サービス	-	-	-	14,219
ソフトウェア製品・サービス	174,210	215,724	358,477	491,933
	1,441,653	993,728	2,835,664	1,866,394
売上高総利益				
A2P メッセージング・サービス	216,334	30,105	411,990	75,402
IOSMS メッセージング・サービス	-	-	-	(1,621)
ソフトウェア製品・サービス	21,434	47,213	93,179	(45,581)
	237,768	77,318	505,169	28,200
売上高総利益率%				
A2P メッセージング・サービス	14.6%	3.7%	14.3%	5.3%
IOSMS メッセージング・サービス	-	-	-	(12.9)%
ソフトウェア製品・サービス	11.0%	18.0%	20.6%	(10.2)%
	14.2%	7.2%	15.1%	1.5%
調整後 EBITDA ⁽¹⁾	(244,271)	(249,742)	(201,388)	(636,608)
調整後 EBITDA 率%	(14.5)%	(23.3)%	(6.0)%	(33.6)%
純利益	(501,012)	(836,676)	(700,415)	(5,201,158)
売上高純利益率%	(29.8)%	(78.1)%	(21.0)%	(274.5)%
1 株当たり純利益(純損失)	(0.004)	(0.016)	(0.005)	(0.101)
潜在株式調整後 1 株当たり 純利益(純損失)	(0.004)	(0.016)	(0.005)	(0.101)

(1) 調整後 EBITDA は、GAAP（一般に公正妥当と認められる会計原則）に基づかない、税引き前、減価償却前及びのれんの償却前（売上原価及び販売費及び一般管理費に含まれる）の現金収入に係る、利息費用、転換社債の調整額等の費用及び特定の経常外費用又は現金支出を伴う費用を除外した指標となります。

(2) 参考として、2016 年 8 月 15 日現在のカナダドルと日本円の為替レート（株式会社三菱東京 UFJ 銀行の外国為替相場（仲値））は、1 カナダドル=78.21 円です。

以上



新華ホールディングス・リミテッドについて

当社、新華ホールディングス・リミテッドは複合的な事業を展開するグループ企業であり、主に中国及び日本を含むその他のアジアの地域において、金融サービス及びパブリックリレーションの事業分野において商品及びサービス並びにスマートフォン、テレコム・ソフトウェア・プラットフォーム、グローバル・メッセージング・ゲートウェイ及びモバイル広告プラットフォームの開発及びオペレーションを提供しています。東京証券取引所の第二部市場に上場（証券コード：9399）しており、香港に事業本部を構え、中国及び日本に拠点を配し、グローバルなネットワークを有しています。

詳細は、ウェブサイト：<http://www.xinhuaholdings.com/jp/home/index.htm> をご参照下さい。

本文書は一般公衆に向けられたプレスリリースであり、当社株式の勧誘を構成するものではなく、いかなる投資家も本書に依拠して投資判断を行うことはできません。当社株式への投資を検討する投資家は、有価証券報告書などの提出書類を熟読し、そこに含まれるリスク情報その他の情報を熟慮した上でかかる判断を行う必要があります。本書は多くのリスク及び不確定要素を含むいくつかの将来に関する記述を含んでいます。多くの事項が当社の実際の結果、業績または当社の属する産業に影響を与える結果、将来に関する記述で明示または黙示に示される当社の業績と実際の将来の数値とは大きく異なることがあります。



NEWS RELEASE

GINSMS ANNOUNCES FINANCIAL RESULTS FOR THE THREE AND SIX MONTHS ENDED JUNE 30, 2016

Calgary, Alberta, August 11, 2016 – GINSMS Inc. (TSXV: GOK) (the “Company”) has announced its financial results for the second quarter and six months ended June 30, 2016.

The complete financial results for GINSMS are available at www.sedar.com. Highlights include:

- Revenue of \$1,679,421 and 3,340,833 for the three-month and six-month period ended June 30, 2016 respectively as compared to \$1,071,046 and \$1,894,594 for the three-month and six-month period ended June 30, 2015 respectively.
- Gross Profit of \$237,768 and 505,169 for the three-month and six-month period ended June 30, 2016 respectively as compared to gross profit of \$77,318 and \$28,200 for the three-month and six-month period ended June 30, 2015 respectively.
- Operating expenses and finance costs decreased from \$911,422 and \$5,353,514 for the three-month and six-month period ended June 30, 2015 respectively to \$738,484 and \$1,204,758 for the three-month and six-month period ended June 30, 2016 respectively.
- Net loss of \$501,012 and \$700,415 for three-month and six-month period ended June 30, 2016 as compared to a net loss of \$836,676 and \$5,201,158 for three-month and six-month period ended June 30, 2015 respectively.
- The cloud-based application-to-person messaging service (the “A2P messaging”) that was introduced in March 27, 2014 has generated revenue of \$1,483,777 for the three-month period ended June 30, 2016.

Selected Profit and Loss Information

Financial Highlights	Three-month period ended June 30, 2016 (Unaudited)	Three-month period ended June 30, 2015 (Unaudited)	Six-month period ended June 30, 2016 (Unaudited)	Six-month period ended June 30, 2015 (Unaudited)
Revenue \$				
A2P Messaging Service	1,483,777	808,109	2,889,177	1,435,644
IOSMS Messaging Service	-	-	-	12,598
Software Products & Services	195,644	262,937	451,656	446,352
	1,679,421	1,071,046	3,340,833	1,894,594
Cost of sales \$				
A2P Messaging Service	1,267,443	778,004	2,477,187	1,360,242
IOSMS Messaging Service	-	-	-	14,219
Software Products & Services	174,210	215,724	358,477	491,933
	1,441,653	993,728	2,835,664	1,866,394

Financial Highlights	Three-month period ended June 30, 2016 (Unaudited)	Three-month period ended June 30, 2015 (Unaudited)	Six-month period ended June 30, 2016 (Unaudited)	Six-month period ended June 30, 2015 (Unaudited)
Gross profit \$				
A2P Messaging Service	216,334	30,105	411,990	75,402
IOSMS Messaging Service	-	-	-	(1,621)
Software Products & Services	21,434	47,213	93,179	(45,581)
	237,768	77,318	505,169	28,200
Gross margin %				
A2P Messaging Service	14.6%	3.7%	14.3%	5.3%
IOSMS Messaging Service	-	-	-	(12.9)%
Software Products & Services	11.0%	18.0%	20.6%	(10.2)%
	14.2%	7.2%	15.1%	1.5%
Adjusted EBITDA ⁽¹⁾ \$	(244,271)	(249,742)	(201,388)	(636,608)
Adjusted EBITDA margin	(14.5)%	(23.3)%	(6.0)%	(33.6)%
Net loss \$	(501,012)	(836,676)	(700,415)	(5,201,158)
Net loss margin	(29.8)%	(78.1)%	(21.0)%	(274.5)%
Loss per share \$				
Basic	(0.004)	(0.016)	(0.005)	(0.101)
Diluted	(0.004)	(0.016)	(0.005)	(0.101)

Adjusted EBITDA is a non-GAAP measure related to cash earnings and is defined for these purposes as earnings before income taxes, depreciation and amortization (in both cost of sales and general and administration expenses), interest expenses, the accretion on obligations and also excludes certain non-recurring or non-cash expenditure.

About GINSMS

GINSMS is a mobile technology and services company focusing on 2 areas namely its A2P Messaging Service and its Software Products and Services. GINSMS operates a cloud-based A2P messaging service that allows the termination of SMS to mobile subscribers of more than 200 mobile operators globally. GINSMS also develops and distribute innovative software products and services for mobile operators and enterprises and have successfully deployed more than 100 solutions worldwide. GINSMS has offices in China, Singapore, Hong Kong, Malaysia and Indonesia.

Forward Looking Statements

Certain information included in this press release may contain forward-looking statements. Forward-looking statements generally can be identified by the use of forward-looking terminology such as “may”, “could”, “will”, “expect”, “intend”, “estimate”, “anticipate”, “believe”, or “continue” or the negative thereof or variations thereon or similar terminology. These statements are not historical facts, but reflect management’s current beliefs and are based on information currently available to management regarding future results and events. Particularly, these forward-looking statements are based on management’s estimate of future events based on technological advances relating to the Company’s services, current market conditions and past experiences of management in relation to how certain contracts will affect revenues. Forward-looking statements, by their very nature, involve significant risks, uncertainties and assumptions.

A number of factors could cause actual results to differ materially from the results discussed in the forward-looking statements, including, but not limited to dependence on major customers, system failures, delays and other problems, increasing competition, security and privacy breaches, dependence on third-party software and equipment, adequacy of network reliance, network diversity and backup systems, loss of significant information, insurance

coverage, capacity limits, rapid technology changes, market acceptance, decline in volume of attractions, retention of key members of the management team, success of expansion into Chinese and other Asian markets, credit risk, consolidation of existing customers, dependence on required licenses, economy and politics in countries where the Company operates, conflicts of interest and residency of directors and officers. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. Although the forward-looking statements contained herein are based upon what management believes to be reasonable assumptions, the Company cannot assure the reader that actual results will be consistent with these forward-looking statements.

In particular, forward-looking statements include the following assumptions:

- Management's belief that the availability of 3G/4G services in China and the rest of the world will continue to create demand for the Company's software products and services.
- Management's belief that the future growth in messaging is in the area of A2P Messaging Service and the Company's investment in this area will create a viable and profitable business in the future.
- Management's belief that the Company is able to generate sufficient amounts of cash through operations and financing activities to fulfil the working capital requirements of its present operations.

These forward-looking statements are made as of the date of this press release and the Company assumes no obligation to update or revise them to reflect new events or circumstances except as may be required by law. Accordingly, readers should not place undue reliance on the forward-looking statements. Forward looking statements are presented in this news release for the purpose of assisting investors and others in understanding certain key elements of our expected fiscal 2016 financial results, as well as our objectives, strategic priorities and business outlook for fiscal 2016, and in obtaining a better understanding of the Company's anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes. All forward-looking statements contained in this press release are qualified by this cautionary statement.

For further information, please contact:

GINSMS Inc.
Joel Chin, CEO
Tel: +65-6441-1029
Email: investor.relations@ginsms.com

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