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CHINA FORTUNE FINANCIAL GROUP LIMITED
中國富強金融集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 00290)

Website: http://www.290.com.hk

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the management accounts of the Group, it is expected that the Group may record an increase of approximately 60% in net loss attributable to the shareholders of the Company for the six months ended 30 September 2014 as compared to that of the corresponding period in 2013.

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

This announcement is made by China Fortune Financial Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance ("**SFO**") (Chapter 571, Laws of Hong Kong).

The board of directors (the "**Directors**") of the Company (the "**Board**") wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2014, it is expected that the Group may record an increase of approximately 60% in net loss attributable to the shareholders of the Company for the six months ended 30 September 2014 as compared to that of the corresponding period in 2013, mainly due to a significant loss arising from the reduction on reversal of impairment losses and increase in impairment losses recognised in respect of trade receivables.

The information contained in this announcement is based only on a preliminary assessment of the unaudited consolidated management accounts of the Group, which are subject to finalisation and review by the Board. The interim results of the Group for the six months ended 30 September 2014 are expected to be released in November 2014. Shareholders of the Company and potential investors are advised to read the interim results announcement of the Company when it is published.

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

By Order of the Board of
China Fortune Financial Group Limited
NG Cheuk Fan Keith
Managing Director

Hong Kong, 23 October 2014

As at the date of this announcement, the Board consists of four executive Directors, namely Mr. WONG Kam Fat Tony (Chairman), Mr. NG Cheuk Fan Keith (Managing Director), Mr. HON Chun Yu and Mr. XIA Yingyan; one non-executive Director, namely Mr. WU Ling; and three independent non-executive Directors, namely Mr. CHAN Kin Sang, Mr. NG Kay Kwok and Mr. TAM B Ray Billy.