China Fortune Financial Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 290)

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

VOLUNTARY ANNOUNCEMENT

ISSUE OF CORPORATE BONDS

This is a voluntary announcement made by China Fortune Financial Group Limited (the "**Company**").

Reference is made to note 20 of the unaudited financial statements contained in the interim report for the six months ended 30 September 2014 issued by the Company dated 10 November 2014.

The board (the "**Board**") of directors (the "**Directors**") of the Company further announces that during the period from 1 October 2014 to 9 January 2015, the Company entered into separate subscription agreements with 6 independent private investors (the "**Subscribers**") pursuant to which the Subscribers have agreed to subscribe and the Company has agreed to issue corporate bonds (the "**Corporate Bonds**") in the aggregate principal amount of HK$13,000,000 at par value, bearing interest rate of 6.5% per annum and with maturity date of 7 years from the date of issue (the "**Subscriptions**"). The Subscriptions have been completed at the respective dates of issue of the Corporate Bonds as detailed below.

Details of the Subscriptions are as follows:

Subscriber	**Principal amount of Corporate Bonds issued**	**Date of issue**
YANG Ruiping	HK$5,000,000	7 October 2014
YUAN Jiayi	HK$4,000,000	27 November 2014
ZHOU Yuxuan	HK$1,000,000	5 December 2014
DING Jie	HK$1,000,000	23 December 2014
Ms. DAI	HK$1,000,000	2 January 2015
HOU Zekuan	HK$1,000,000	9 January 2015

To the best of the Directors' knowledge, information and belief having made all reasonable enquiries, each of the Subscribers is a third party independent of (i) the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited); and (ii) one another.

The Board is of the view that the terms of each of the Subscription Agreements and the transactions contemplated thereunder are on normal commercial terms, fair and reasonable, and are in the interest of the Company and its shareholders as a whole. Completion of each of the Subscriptions has taken place and the net proceeds from the Subscriptions will be utilised as general working capital of the Company and its subsidiaries (the "**Group**").

It is the plan of the Group to further issue corporate bonds under substantially the same terms as the Corporate Bonds to potential investors (if any) in the aggregate principal amount of up to HK$50,000,000 at par value within six months from the date of this announcement.

By Order of the Board
China Fortune Financial Group Limited
HAU Po Ping
Company Secretary

Hong Kong, 9 January 2015

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.