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China Fortune Financial Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 290)

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

INSIDE INFORMATION

This announcement is made by China Fortune Financial Group Limited (the “**Company**”) 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 (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company announces that the Company is in discussions in relation to the formation of a joint venture securities company in the People’s Republic of China (the “**Potential Transaction**”). As at the date of this announcement, discussions are still in progress and the parties have not yet agreed on any terms of the Potential Transaction. No legally binding agreement for the Possible Transaction has been entered into between the parties.

If the Potential Transaction materialised, it may constitute a notifiable transaction for the Company under the Listing Rules. Further announcement(s) in relation to the Potential Transaction will be made by the Company as and when appropriate in compliance with the Listing Rules.

Shareholders and potential investors of the Company should note that there is no assurance that the Potential Transaction will materialize or eventually be consummated. 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
China Fortune Financial Group Limited
WONG Kam Choi MH
Executive Director and Chairman

Hong Kong, 30 September 2016

As at the date of this announcement, the Board consists of three executive Directors, namely Mr. WONG Kam Choi MH (Chairman), Mr. HON Chun Yu and Ms. FU Wan Sheung; two non-executive Directors, namely Mr. TANG Baoqi and Mr. WU Ling; and three independent non-executive Directors, namely Mr. CHAN Kin Sang, Mr. NG Kay Kwok and Mr. TAM B Ray Billy.