China Fortune Financial Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 290)

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

FURTHER ANNOUNCEMENT IN RESPECT OF POSITIVE PROFIT ALERT

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 (Cap. 571 of the Laws of Hong Kong) ("**SFO**").

With reference to the positive profit alert announcement of the Company dated 8 November 2016, the board of directors (the "**Directors**") of the Company (the "**Board**") wishes to further inform the shareholders of the Company (the "**Shareholders**") and potential investors that, after making further assessment on the latest information available to the Board, in addition to the gain arising from the disposal of shares and benefits related to shareholders loan of Measure Up International Limited as disclosed in the announcement dated 8 November 2016, the Group is expected to record a larger profit attributable to the Shareholders than expected due to an unrealised gain in fair value of the derivative component of convertible bonds issued by the Company.

The supplemental information contained in this announcement is based only on the preliminary assessment on the unaudited consolidated management accounts of the Group and the latest information available to the Board, which is subject to finalisation and review by the Board. The interim results of the Group for the six months ended 30 September 2016 are expected to be released in late November 2016. Shareholders and potential investors are advised to read the interim results announcement of the Company when it is published.

Shareholders and potential investors 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, 18 November 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.