China Fortune Financial Group Limited

(*Incorporated in the Cayman Islands with limited liability*)

(Stock Code: 290)

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

PROFIT WARNING

This announcement is made by China Fortune Financial Group Limited (the ''**Company**'', together with its subsidiaries, collectively 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 (Chapter 571, the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wish to inform the shareholders of the Company (the "**Shareholders**") and the potential investors that based on its preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 March 2020 (the "**Relevant Year**") and the information currently available to the Board, despite (i) the increase in company cost of brokerage business, (ii) the decrease in fair value of equity investments and (iii) the loss in the share of an associate as compared to that for the year ended 31 March 2019, it is expected that the net loss before tax of the Group will be substantially reduced to not more than HK$63.0 million for the Relevant Year as compared to the net loss before tax of approximately HK$102.7 million for the year ended 31 March 2019, mainly due to (i) a substantial increase in revenue and (ii) a decrease in staff costs in the Relevant Year.

The information contained in this announcement is only a preliminary assessment based on the latest consolidated management accounts of the Group and the information currently available to the Board, which have not been audited by the Company's auditor or reviewed by the audit committee of the Company. As at the date of this announcement, the Company is in the process of finalising the Group's annual results for the Relevant Year. The annual results announcement of the Group for the Relevant Year is expected to be released in June 2020. Shareholders and potential investors are advised to read the annual results announcement of the Group 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 of
China Fortune Financial Group Limited
ZHU YI
Chief Executive Officer
and Executive Director

Hong Kong, 11 June 2020

As at the date of this announcement, the Board consists of three executive directors, namely Mr. XIE Zhichun (Chairman), Mr. ZHU Yi and Ms. SUN Qing; three non-executive directors, namely Mr. HAN Hanting, Mr. CHEN Zhiwei and Mr. WU Ling; and four independent non-executive directors, namely Mr. CHAN Kin Sang, Mr. CHIU Kung Chik, Mr. LI Gaofeng and Mr. LIU Xin.