

Pursuant to Chapter 36 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited (“GEM Listing Rules”), the Securities and Futures Commission (“SFC”) regulates First China Financial Holdings Limited (the “Company”) in relation to the listing of its shares on The Stock Exchange of Hong Kong Limited. The SFC, Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement, for which the directors of the Company (the “Directors”) collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading; (2) there are no other matters the omission of which would make any statement in this announcement misleading; and (3) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.



首華金融控股有限公司

FIRST CHINA FINANCIAL HOLDINGS LIMITED

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 08123)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules.

The Board of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a loss for the year ended 31 December 2008 based on latest information available.

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

This announcement is made by First China Financial Holdings Limited (the “Company”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange of Hong Kong Limited (“GEM Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that the Company is expected to record a loss for the year ended 31 December 2008 based on the latest information available. The expected loss is mainly attributable to the impairment of the Group’s goodwill arising from acquisition in 2007. However, such loss of impairment will not affect either the cash flow or current assets of the Group.

The Company is still in the process of finalising the Group’s annual results for the year ended 31 December 2008. Information contained in this announcement is based on unaudited financial information which is subject to audit by the Company’s independent auditor. Shareholders of the Company and potential investors are advised to read the Group’s annual results announcement for the year ended 31 December 2008 which is expected to be published before the end of March 2009.

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

By Order of the Board of
First China Financial Holdings Limited
Lee Yiu Sun
Executive Director

Hong Kong, 16 March 2009

As of the date of this announcement, the Board is comprised of (i) two executive Directors, namely Mr. Wang Wenming and Mr. Lee Yiu Sun; (ii) three independent non-executive Directors, namely Dr. Tsang Hing Lun, Professor Zhang Benzhen and Mr. Yen Jong Ling.

This announcement will remain on the GEM website on the “Latest Company Announcements” page for at least 7 days from the date of its posting and on the Company’s website at www.firstchina.hk.