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GOLDIN FINANCIAL HOLDINGS LIMITED

高銀金融(集團)有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00530)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that based on the unaudited management accounts of the Group, it is expected that the unaudited interim results of the Group for the six months period ended 31 December 2009 and twelve months period ended 31 December 2009 may record a significant increase in profit as compared to the loss incurred in the corresponding periods in 2008.

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

This announcement is made by Goldin Financial Holdings 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”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the unaudited management accounts of the Group, it is expected that the unaudited interim results of the Group for the six months period ended 31 December 2009 and twelve months period ended 31 December 2009 may record a significant increase in profit as compared to the loss incurred in the corresponding periods in 2008. The possible profit is mainly arising from the new businesses of the Group, factoring business and financial investments respectively.

As the Company is still in the process of finalizing the interim results of the Group for the period ended 31 December 2009, the information contained in this announcement is only based on a preliminary assessment by the management of the Company in accordance with the unaudited management accounts of the Group. Detailed financial information and performance of the Group will be disclosed as and when the interim results for the period ended 31 December 2009 are announced.

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

By order of the Board
Goldin Financial Holdings Limited
高銀金融(集團)有限公司*
Pan Sutong
Chairman

Hong Kong, 25 January 2010

As at the date of this announcement, Mr. Pan Sutong is the Chairman of the Board and non-executive director of the Company; Mr. Du Peng, Mr. Wong Hau Yan, Helvin, Mr. Zhou Dengchao and Ms. Hou Qin are the executive directors of the Company; Professor Huang Xiaojian is a non-executive director of the Company; and Mr. Tso Hon Sai, Bosco, Mr. Tang Yiu Wing and Ms. Hui Wai Man, Shirley are the independent non-executive directors of the Company.

** for identification purposes only*