

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



GOLDIN FINANCIAL HOLDINGS LIMITED

高銀金融(集團)有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00530)

PROFIT WARNING

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 having assessed the currently available information, the Group is likely to record a loss for the six months ended 31 December 2010 as compared to the profit for the correspondence period in 2009.

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 having assessed the currently available information, the Group is likely to record a loss for the six months ended 31 December 2010 as compared to the profit for the correspondence period in 2009. The expected decline is mainly due to the loss in financial investment. Despite the abovementioned situation, the Board considers that the overall financial condition of the Group remains sound and healthy.

The Company is still in the process of finalizing the interim results of the Group for the six months ended 31 December 2010. The information contained in this announcement is only based on a preliminary assessment of the information currently available to the Group by the Board. Further details of the Group's performance will be disclosed in the interim results of the Group for the six months ended 31 December 2010 which is expected to be announced in February 2011. 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
Goldin Financial Holdings Limited
高銀金融(集團)有限公司*
Pan Sutong
Chairman

Hong Kong, 21 January 2011

As at the date of this announcement, Mr. Pan Sutong is the Chairman of the Board and non-executive director of the Company; 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*