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CONVOY FINANCIAL SERVICES HOLDINGS LIMITED

康宏理財控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1019)

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 the Group is expected to record a substantial increase in net profit for its financial year ended 31 December 2010 as compared with the net profit recorded by the Group for its financial year ended 31 December 2009. This positive profit alert announcement is only based on the preliminary review by the Company's management on the unaudited management accounts of the Group, which has not been confirmed nor audited by the Company's auditors.

The final results announcement of the Group for its financial year ended 31 December 2010 is expected to be announced before the end of March 2011.

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

This announcement is made by Convoy Financial Services Holdings Limited (the "Company", and together with its subsidiaries, the "Group") pursuant to the Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

Based on preliminary review by the Company's management on the unaudited management accounts of the Group, the board of directors of the Company (the "Board") wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that the Group is expected to record a substantial increase in net profit for its financial year ended 31 December 2010 as compared with the net profit recorded by the Group for its financial year ended 31 December 2009 due to the increase in brokerage commission income derived from sale of Investment-linked Assurance Schemes and other insurance products.

This positive profit alert announcement is only based on the preliminary review by the Company's management on the unaudited management accounts of the Group, which has not been confirmed nor audited by the Company's auditors.

The Company is in the process of finalising the annual results of the Group for its financial year ended 31 December 2010. The final results announcement of the Group for its financial year ended 31 December 2010 is expected to be announced before the end of March 2011.

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

By Order of the Board
CONVOY FINANCIAL SERVICES HOLDINGS LIMITED
Wong Lee Man
Chairman

Hong Kong, 18 February 2011

As at the date of this announcement, the executive directors of the Company are Mr. Wong Lee Man (Chairman), Ms. Fong Sut Sam and Mr. Mak Kwong Yiu and the independent non-executive directors of the Company are Mrs. Fu Kwong Wing Ting, Francine, Dr. Wu Ka Chee, Davy and Mr. Ma Yiu Ho, Peter.