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CASH FINANCIAL SERVICES GROUP LIMITED
(incorporated in Bermuda with limited liability)
(Stock code: 510)

**ANNOUNCEMENT PURSUANT TO RULE 13.09 (1)
OF THE LISTING RULES**

FRAMEWORK CO-OPERATION AGREEMENT

The Company is pleased to announce that Pricerite (a wholly-owned subsidiary of the Company) has on 17 November 2010 entered into the Agreement with OrientHome (an independent third party). Pursuant to the Agreement, the parties agreed to co-operate for development of the Retail Business in the PRC.

This announcement is made by the Company pursuant to rule 13.09(1) of the Listing Rules to inform the shareholders the major new development of the Group's retail business in the PRC. The Company will comply with all applicable requirements under the Listing Rules and issue any further announcement, if necessary, as and when appropriate.

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THE AGREEMENT

The major terms of the Agreement are summarized as follows:-

- Parties:
- (1) Pricerite, a wholly-owned subsidiary of the Company.
 - (2) OrientHome, a limited liability company established under the laws of the PRC. It is one of the largest domestic home improvement and construction materials retailers in the PRC.

Pursuant to the Agreement:-

- (1) Pricerite shall grant and provide OrientHome with (a) the rights to use the trademark, name and logo of Pricerite in the Territories; (b) the rights to use the business operation model of Pricerite in the Territories; and (c) to sell and use the products provided by Pricerite; and
- (2) OrientHome aims at opening 200 stores, with each store around 500 to 1,000 square metres in the PRC, in five years.

Term

The term shall be a period of five (5) years commencing from the date of the Agreement.

Other terms

The parties agreed:- (i) OrientHome shall pay to Pricerite certain percentage on the turnover of the Retail Business and certain percentage on the purchasing cost of the products provided by Pricerite to OrientHome; and (ii) OrientHome agreed to pay to Pricerite consulting fee in relation to provision of its consulting services.

INFORMATION OF THE GROUP AND ORIENTHOME

The current principal activities of the Group consist of provision of (a) online and traditional brokerage of securities, options, futures and leveraged foreign exchange contracts as well as mutual funds and insurance-linked investment products, (b) margin financing, money lending and corporate finance; and (c) sales of furniture and household items and electrical appliances.

OrientHome is one of the largest domestic home improvement and construction materials retailers in the PRC.

REASON AND BENEFIT FOR ENTERING INTO THE AGREEMENT

The Directors are of the view that the high-end home improvement market in the PRC has huge potential to be unleashed. Leveraging on the competitive strengths of Pricerite and OrientHome, the alliance with OrientHome will enable and facilitate the Group in expanding its retail business in the PRC. The Directors consider the entering into of the Agreement is in the interests of the shareholders and the Group as a whole.

GENERAL

This announcement is made by the Company pursuant to rule 13.09(1) of the Listing Rules to inform the shareholders the major new development of the Group's retail business in the PRC. The Company will comply with all applicable requirements under the Listing Rules and issue any further announcement, if necessary, as and when appropriate.

DEFINITIONS

“Agreement”	a framework co-operation agreement dated 17 November 2010 entered into between Pricerite and OrientHome in relation to the co-operation of the development of the Retail Business
“Board”	the board of directors of the Company
“Company”	CASH Financial Services Group Limited (stock code: 510), a company incorporated in Bermuda with limited liability and whose shares are listed on the main board of the Stock Exchange
“Directors”	the directors of the Company
“Group”	the Company and its subsidiaries
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“OrientHome”	東方家園家居建材商業有限公司(translated as OrientHome Home Improvement Ltd), a limited liability company established under the laws of the PRC, and is an independent third party. It is one of the largest domestic home improvement and construction materials retailers in the PRC
“Pricerite”	Pricerite Stores Limited, a limited liability company incorporated in Hong Kong, and is a wholly-owned subsidiary of the Company. It is engaged in retail business for retailing of furniture and household goods
“PRC”	The People’s Republic of China
“Retail Business”	the cooperation for development of retail business in the PRC between Pricerite and OrientHome under the Agreement
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Territories”	the PRC (excluding Guangdong province)

On behalf of the Board
Bankee Kwan
Chairman

Hong Kong, 17 November 2010

As at the date hereof, the board of directors of the Company comprises:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Chan Chi Ming Benson
Mr Law Ping Wah Bernard
Mr Cheng Man Pan Ben
Mr Yuen Pak Lau Raymond

Independent non-executive directors:

Mr Cheng Shu Shing Raymond
Mr Lo Kwok Hung John
Mr Lo Ming Chi Charles