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CASH FINANCIAL SERVICES GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 510)

CHANGE OF COMPANY LOGO

The board of directors (“Board”) of CASH Financial Services Group Limited (“Company”) is pleased to announce that, with effect from 1 January 2011, the Company will adopt a new logo.

The Company’s existing and new logos are set out below:

Existing logo



New logo



In the past decade, the Group has built a solid foundation for its financial services business which has been well diversified and widely developed in Hong Kong and the PRC. In order to signify the Group’s unique corporate culture and to enhance the Company’s corporate image for continuous growth and development in Hong Kong and the PRC, the Board has resolved to adopt the new logo starting from the new year of 2011.

The new logo will be printed on all corporate documents of the Company, including the Company’s share certificates, promotional materials, annual reports, interim reports, corporate stationery, etc.

The change of logo will not affect any of the rights of the shareholders of the Company. All existing share certificates in issue bearing the existing logo of the Company will, after the change of logo, continue to be effective and as documents of title to the shares of the Company and continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of existing share certificates for new share certificates as a result of the change of logo.

On behalf of the Board
Benson Chan
Chief Executive Officer

Hong Kong, 30 December 2010

As at the date hereof, the directors of the Company comprise:-

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