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CASH FINANCIAL SERVICES GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 510)

ANNOUNCEMENT PURSUANT TO RULE 13.09 OF THE LISTING RULES

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

The board of directors (“Board”) of CASH Financial Services Group Limited (“Company”) refers to the recent rumors (“Rumors”) reported on certain local Hong Kong newspapers that there were dispute among significant shareholders of the Company and/or there were force-sell of the shares held by the significant shareholders of the Company as a result of unsatisfied margin calls, which caused the drop in the share price of the Company yesterday.

The Board would like to clarify that the Rumors are totally groundless and untrue. The Board has been notified by Cash Guardian Limited (“Cash Guardian”) and Abdulrahman Saad Al-Rashid & Sons Company Limited (“ARTAR”) (our significant shareholders) that, in order to show their utmost confidence and relentless support to the Company, they have purchased a total of 18,054,000 shares and 54,864,000 shares of the Company in the market for a total consideration of HK\$4,400,424 and HK\$14,813,280, respectively on 9 and/or 10 June 2011. Cash Guardian and ARTAR have indicated that they may continue to increase their respective shareholdings in the Company at appropriate circumstances.

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

Made by the order of the Board of the Company, the directors of which individually and jointly accept responsibility for the accuracy of this statement.

By order of the Board
Suzanne W S Luke
Company Secretary

Hong Kong, 10 June 2011

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
Ms Cheng Pui Lai Majone

Independent non-executive directors:

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