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Easy One Financial Group Limited
易易壹金融集團有限公司

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 221)

**DISCLOSEABLE TRANSACTION REGARDING
PROVISION OF FINANCIAL ASSISTANCE**

PROVISION OF FINANCIAL ASSISTANCE

On 28 June 2016, the Lender, a non-wholly owned subsidiary of the Company, entered into the Loan Agreement to grant the Loan to the Customer of a principal amount of HK\$39,680,000 for a term of four months with the interest of HK\$868,600 for the first month and the monthly interest of HK\$396,800 for the remaining three months, respectively.

The transaction contemplated under the Loan Agreement constitutes a discloseable transaction for the Company as one of the applicable percentage ratios (as defined under the Listing Rules) in respect of the Loan Agreement exceeds 5% and is below 25%. Therefore, the transaction is subject to the reporting and announcement requirements under the Listing Rules.

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THE LOAN AGREEMENT

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| Date | 28 June 2016 |
| Lender | Easy Reach, a company incorporated in Hong Kong with limited liability and is indirectly held by the Company as to 51% as at the date of this announcement. The Lender is principally engaged in finance provision under the Money Lenders Ordinance |
| Borrower | The Customer is a merchant owning a company as to 55% principally engaged in mobile phone, software and game development. To the best of the knowledge, information and belief of the Directors having made all reasonable enquiries, the Customer is an Independent Third Party and not connected with the Group |
| Loan amount | HK\$39,680,000 |
| Interest rate | Interest of HK\$868,600 for the first month and the monthly interest of HK\$396,800 for the remaining three months, respectively. The annual percentage rate is approximately 13.2% |
| Term | Four months commencing from the Drawdown Date |
| Repayment | Interest is payable on a monthly basis and the principal shall be repaid in full falling on the date of the fourth month after the date of advance |
| Securities | The Loan is secured by two residential properties and two car parking spaces owned by the borrower with a total value of approximately HK\$57.9 million |

INFORMATION ON THE CREDIT RISK RELATING TO THE LOAN

The advance in respect of the Loan was made on the basis of the Company's credit assessments made on the financial strength and repayment ability of the Customer, the securities and the relatively short term nature of the advance. After taking into account the factors as disclosed above in assessing the risks of the relevant advance, the Company considers that the risks involved in the advance to the Customer are relatively low.

FUNDING OF THE LOAN

The Group will finance the Loan with its internal resources.

REASONS FOR AND BENEFITS OF ENTERING INTO THE LOAN AGREEMENT

The Group is principally engaged in the businesses of property development in the PRC and provision of finance. The Lender is owned by the Company as to 51% and is a non-wholly owned subsidiary of the Company.

Taking into account the principal business activities of the Group, the grant of the Loan to the Customer is in the ordinary and usual course of business of the Group. The terms of the Loan Agreement were negotiated on an arm's length basis between the Lender and the Customer. The Directors are of the view that the terms of the Loan Agreement are entered into on normal commercial terms based on the Company's credit policy. Taking into account the satisfactory financial background of the Customer, the securities and that a stable revenue and cash-flow stream from the interest income is expected, the Directors consider that the terms of the Loan Agreement are fair and reasonable and the entering into the Loan Agreement is in the interests of the Company and the Shareholders as a whole.

IMPLICATIONS UNDER THE LISTING RULES

The transaction contemplated under the Loan Agreement constitutes a discloseable transaction for the Company as one of the applicable percentage ratios (as defined under the Listing Rules) in respect of the Loan Agreement exceeds 5% and is below 25%. Therefore, the transaction is subject to the reporting and announcement requirements under the Listing Rules.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions have the same meanings set out below:

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| “Board” | the board of the Directors |
| “Company” | Easy One Financial Group Limited 易易壹金融集團有限公司, a company incorporated in the Cayman Islands and continued in Bermuda with limited liability and the Shares of which are listed and traded on the main board of the Stock Exchange (Stock Code: 221) |

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|--------------------------------|---|
| “Customer” | the borrower is a merchant owning a company as to 55% principally engaged in mobile phone, software and game development. To the best of the knowledge, information and belief of the Directors having made all reasonable enquiries, the Customer is an Independent Third Party and not connected with the Group |
| “Director(s)” | the directors of the Company |
| “Drawdown Date” | the date on which the Loan is drawdown |
| “Group” | the Company together with its subsidiaries |
| “HK\$” | Hong Kong dollar(s), the lawful currency of Hong Kong |
| “Hong Kong” | the Hong Kong Special Administrative Region of the PRC |
| “Independent Third Party(ies)” | party(ies) who is/are independent of the Company and its connected person(s) (as defined under the Listing Rules) |
| “Lender” or “Easy Reach” | Easy Reach (Far East) Limited, a company incorporated in Hong Kong with limited liability and was owned as to 51% by the Company and a non-wholly owned subsidiary of the Company as at the date of this announcement |
| “Listing Rules” | the Rules Governing the Listing of Securities on the Stock Exchange |
| “Loan” | a secured loan in the amount of HK\$39,680,000 granted by the Lender to the Customer |
| “Loan Agreement” | the loan agreement dated 28 June 2016 entered into between the Lender and the Customer pursuant to which the Lender agreed to advance the Loan to the Customer |
| “Money Lenders Ordinance” | the Money Lenders Ordinance (Chapter 163 of the Laws of Hong Kong) as amended, supplemented or otherwise modified from time to time |

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| “PRC” | the People’s Republic of China, for the purpose of this announcement, excludes Hong Kong, the Macau Special Administrative Region of the PRC and Taiwan |
| “Share(s)” | the ordinary share(s) of HK\$0.01 each in the share capital of the Company |
| “Shareholder(s)” | the holder(s) of the Share(s) |
| “Stock Exchange” | The Stock Exchange of Hong Kong Limited |
| “subsidiary(ies)” | has the meaning as ascribed thereto under the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) |
| “%” | per cent. |

By Order of the Board
EASY ONE FINANCIAL GROUP LIMITED
 易易壹金融集團有限公司
Chan Chun Hong, Thomas
Chairman and Managing Director

Hong Kong, 28 June 2016

As at the date of this announcement, the executive Directors are Mr. Chan Chun Hong, Thomas, Mr. Cheung Wai Kai and Ms. Stephanie and the independent non-executive Directors are Mr. Sin Ka Man, Mr. Yuen Kam Ho, George and Mr. Cheung Sau Wah, Joseph.