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China Fortune Financial Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 290)

Website: <http://www.290.com.hk>

PROFIT WARNING

This announcement is made by China Fortune Financial Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2017 (the “**Relevant Period**”) and the information currently available to the Board, it is expected that the Group will record a net loss of not more than HK\$12.0 million for the Relevant Period as compared with the net profit recorded for the six months ended 30 September 2016, mainly due to the fact that no extraordinary income and/or valuation gain was recorded during the Relevant Period when compared to the six months ended 30 September 2016.

The information contained in this announcement is based only on a preliminary assessment of the unaudited consolidated management accounts of the Group, which are subject to finalisation and review by the Board and the Company's auditors. The interim results of the Group for the Relevant Period are expected to be released in November 2017. Shareholders and potential investors are advised to read the interim results announcement of the Company when it is published.

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

By Order of the Board
China Fortune Financial Group Limited
XIE Zhichun
Chairman and Executive Director

Hong Kong, 20 October 2017

As at the date of this announcement, the Board consists of three executive Directors, namely Mr. XIE Zhichun (Chairman), Mr. HAN Hanting and Mr. LIU Yinan; three non-executive Directors, namely Mr. TANG Baoqi, Mr. WU Ling and Mr. HUA Yang; and four independent non-executive Directors, namely Mr. CHAN Kin Sang, Mr. NG Kay Kwok, Mr. CHIU Kung Chik and Mr. LI Gaofeng.