Corporate Profile

CASH Group is a multi-faceted service conglomerate that addresses modern consumer needs in investment, finance, home improvement, as well as lifestyle products and services.

All our businesses share a common mission that our customers' interests always come first. Our brands are synonymous with good customer services, great quality and fabulous value.

FINANCIAL SERVICES

CASH Financial Services Group is one of Hong Kong's most prominent financial services conglomerates. It operates a premier securities and commodities brokerage. Its investment banking division serves regional corporations on a broad range of corporate finance and advisory matters.

HOME IMPROVEMENT

Pricerite Group is one of the region's leading furniture and household retailers. Through its comprehensive store network and its own Internet shopping channel, Pricerite offers the best service and value to its customers.

TECHNOLOGY SOLUTIONS

Halo Group provides both bespoke systems integration and consultancy services or deploy generic modular platforms to clients to enhance the efficiency of their business processes and profitability.

