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SOUTH CHINA FINANCIAL HOLDINGS LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 619)

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

The Board announces that Mrs. Sin Li Mei Wah, Jenifer has tendered her resignation as the Secretary and the Authorised Representative of the Company with effect from 13 October 2010. The Board is also pleased to announce that Mr. Tong Kai Wing has been appointed as the Secretary and the Authorised Representative of the Company with effect from 13 October 2010.

The board of directors (the “Board”) of South China Financial Holdings Limited (the “Company”) announces that Mrs. Sin Li Mei Wah, Jenifer (“Mrs. Sin”) has tendered her resignation as the Secretary and the Authorised Representative of the Company with effect from 13 October 2010.

The Board is also pleased to announce that Mr. Tong Kai Wing (“Mr. Tong”) has been appointed as the Secretary and the Authorised Representative of the Company with effect from 13 October 2010. Mr. Tong is a member of the Hong Kong Institute of Certified Public Accountants and the Association of Chartered Certified Accountants, United Kingdom.

The Board would like to take this opportunity to express its sincere gratitude to Mrs. Sin for her valuable contribution to the Company during her tenure of service and also extends its welcome to Mr. Tong on his appointment as the Secretary and the Authorised Representative of the Company.

By order of the Board
South China Financial Holdings Limited
Cheung Choi Ngor
Director

Hong Kong, 12 October 2010

As at the date of this announcement, the directors of the Company are (1) Mr. Ng Hung Sang, Ms. Cheung Choi Ngor, Mr. Richard Howard Gorges, Mr. Ng Yuk Yeung, Paul and Mr. Cheung Wai Kwok, Gary as executive directors; and (2) Mrs. Tse Wong Siu Yin, Elizabeth, Hon. Raymond Arthur William Sears, Q.C. and Mr. Tung Woon Cheung, Eric as independent non-executive directors.