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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>

RESIGNATION OF EXECUTIVE DIRECTOR, CHANGE OF COMPANY SECRETARY AND AUTHORIZED REPRESENTATIVE

The Board announces the following changes with effect from 24 February 2012:

1. Mr. Yeung Kwok Leung has tendered his resignation as an Executive Director, the Company Secretary and has ceased to act as the Authorized Representative of the Company; and
2. Mr. Cai Chun Fai has been appointed as the Company Secretary and an Authorized Representative of the Company.

The board of directors (the “Board”) of China Fortune Financial Group Limited (the “Company”) announces that

RESIGNATION OF EXECUTIVE DIRECTOR

With effect from 24 February 2012, Mr. Yeung Kwok Leung (“Mr. Yeung”) has tendered his resignation as an Executive Director due to Mr. Yeung’s desire to pursue other business opportunity.

Mr. Yeung confirmed that there is no disagreement with the Board and that there is no matter relating to Mr. Yeung’s resignation that needs to be brought to the attention of the shareholders of the Company.

CHANGE OF COMPANY SECRETARY AND AUTHORIZED REPRESENTATIVE

With effect from 24 February 2012, Mr. Yeung has tendered his resignation as the company secretary of the Company, and has ceased to act as an authorized representative of the Company under Rule 3.05 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, and for accepting service of process and notice on behalf of the Company pursuant to Section 333 of the Companies Ordinance (Chapter 32) of the Laws

of Hong Kong, in each case with effect from 24 February 2012. Mr. Yeung has confirmed that there is no disagreement with the Board and there are no other matters relating to his resignation that needs to be brought to the attention of the shareholders of the Company.

In his place, Mr. Cai Chun Fai (“Mr. Cai”) has been appointed as the Company Secretary and an Authorized Representative of the Company with effect from 24 February 2012. Mr. Cai holds a bachelor’s degree in accountancy from the Hong Kong Polytechnic University. He is a member of the Hong Kong Institute of Certified Public Accountants. Mr. Cai has over seven years’ experience in auditing, accounting and financial management. He joined the Group since 2009 and promoted to Financial Controller in January 2012.

The Board would like to take this opportunity to express its gratitude to Mr. Yeung for his valuable contribution to the Company during his tenure of office and also express its warm welcome to Mr. Cai on his appointment.

By Order of the Board
China Fortune Financial Group Limited
Ng Cheuk Fan, Keith
Managing Director

Hong Kong, 24 February 2012

As at the date of this announcement, the Board consists of four executive Directors, namely Mr. Zhang Min (Chairman), Mr. Ng Cheuk Fan, Keith (Managing Director), Mr. Hon Chun Yu and Mr. Xia Yingyan; two non-executive Directors, namely Mr. Wong Kam Fat, Tony (vice-chairman) and Mr. Wu Ling; and three independent non-executive Directors, namely Mr. Lam Ka Wai, Graham, Mr. Ng Kay Kwok and Mr. Tam B Ray Billy.