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亞洲金融集團(控股)有限公司^{*}
Asia Financial Holdings Ltd.

Incorporated in Bermuda with limited liability

(Stock Code: 662)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a substantial decrease in net profit for the six months ended 30th June 2013 as compared with the net profit for the same period in 2012. The decline is mainly due to higher unrealised mark-to-market losses of the Group's trading portfolio as a result of the downturn in Hong Kong equity market.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by Asia Financial Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a substantial decrease in net profit for the six months ended 30th June 2013 as compared with the net profit for the same period in 2012. The decline is mainly due to higher unrealised mark-to-market losses of the Group's trading portfolio as a result of the downturn in Hong Kong equity market.

This profit warning announcement is only based on the preliminary determination by the Company's management according to the management accounts of the Group, which have not been confirmed or audited by the Group's auditors.

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

By Order of the Board
Asia Financial Holdings Limited
Lau Chi Tak
Company Secretary

Hong Kong, 6th August 2013

As at the date of this announcement, the executive directors of the Company are Dr. CHAN Yau Hing Robin (Chairman), Mr. CHAN Bernard Charnwut (President), Mr. TAN Stephen, Mr. WONG Kok Ho; the non-executive directors are Mr. LAU Ki Chit, Mr. SOPHONPANICH Choedchu, Mr. NG Song Hin, Ms. CHAN Yeow Toh, Mr. YAMAGUCHI Yoshihiro; and the independent non-executive directors are Ms. CHOW Suk Han Anna, Mr. MA Andrew Chiu Cheung, Mr. SIAO Chi Lam Kenneth, Dr. WONG Yu Hong Philip and Mrs. LAI KO Wing Yee Rebecca.

** For identification purpose only*