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KVB KUNLUN FINANCIAL GROUP LIMITED

昆侖國際金融集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 8077)

POSITIVE PROFIT ALERT

Reference is made to the announcement of the Company pursuant to Rule 3.7 of the Takeovers Code dated 12 November 2014.

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that the Group is expected to record a significant increase in revenue and net profit for the six months ended 31 December 2014 as compared to the corresponding period in 2013, which is a substantial increase in revenue and net profit leading to a turnaround to net profit for the financial year ended 31 December 2014 from the net loss recorded for the six months ended 30 June 2014. Such significant increase was due to the increased earnings brought by the upbeat market volatility.

The profit alert constitutes a profit forecast under Rule 10 of the Takeovers Code and would need to be reported on by both the Company’s financial advisers and its accountants or auditors in accordance with Rule 10.4 of the Takeovers Code.

This profit alert does not meet the standard required by Rule 10 of the Takeovers Code and has not been reported on in accordance with the Takeovers Code, and thus shareholders of the Company and potential investors are advised to exercise caution in placing reliance on the profit alert when dealing in the shares of the Company and assessing the merits and demerits of the possible transaction as disclosed in the Announcement (if any).

Reference is made to the announcement of KVB Kunlun Financial Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 3.7 of the Takeovers Code dated 12 November 2014 (the “**Announcement**”).

The profit alert constitutes a profit forecast under Rule 10 of the Code on Takeovers and Mergers (the “**Takeovers Code**”) and would need to be reported on by both the Company’s financial advisers and its accountants or auditors in accordance with Rule 10.4 of the Takeovers Code.

This announcement is made by the Company pursuant to Rule 17.10 of The Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rule**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “**SFO**”).

The Board of the Company wishes to inform the shareholders and potential investors of the Company that the Group is expected to record a significant increase in revenue and net profit for the six months ended 31 December 2014 as compared to the six months ended 31 December 2013, which is a substantial increase in revenue and net profit leading to a turnaround to net profit for the financial year ended 31 December 2014 from the net loss recorded for the six months ended 30 June 2014. Such significant increase was due to the increased earnings brought by the upbeat market volatility.

The Company has yet to finalize its annual audited accounts for the financial year ended 31 December 2014 (the “**Final Results**”) as at the date of this announcement. The information contained in this announcement is a preliminary assessment made by the management of the Company based on the internal unaudited management accounts of the Group, which have not been audited or reviewed by the Company’s auditor and the audit committee of the Company. Given the time constraints when issuing this announcement in relation to the profit alert, the Company would like to draw the attention of the shareholders of the Company and potential investors that the profit alert does not meet the standard required by Rule 10 of the Takeovers Code but the reporting process will be commenced as soon as possible and the relevant reports will be contained in the next document to be sent to shareholders of the Company in relation to the possible transaction as disclosed in the Announcement, if any, if the Company has not yet made its announcement in relation to the Final Results at the time when such document is issued.

Shareholders of the Company and potential investors should read carefully the announcement in relation to the Final Results, which is expected to be published before the end of March 2015.

This profit alert does not meet the standard required by Rule 10 of the Takeovers Code and has not been reported on in accordance with the Takeovers Code, and thus shareholders of the Company and potential investors are advised to exercise caution in placing reliance on the profit alert when dealing in the shares of the Company and assessing the merits and demerits of the possible transaction as disclosed in the Announcement (if any).

By order of the Board
KVB Kunlun Financial Group Limited
Liu Stefan
Executive Director

Hong Kong, 25 January 2015

As at the date of this announcement, the directors of the Company are as follows:

Executive directors

Mr. Liu Stefan

Mr. Ng Chee Hung Frederick

Non-executive directors

Mr. Li Zhi Da

Mr. Stephen Gregory McCoy

Independent non-executive directors

Ms. Zhao Guixin

Mr. Cornelis Jacobus Keyser

Mr. Lin Wenhui

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquires, confirm that to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

All the directors of the Company jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

This announcement will remain on the website of the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited at www.hkgem.com on the "Latest Listed Company Information" page for at least seven days from the day of its posting and on the website of the Company at www.kvblastco.com.