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MERDEKA FINANCIAL SERVICES GROUP LIMITED

(萬德金融服務集團有限公司*)

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8163)

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the English name of the Company from “Merdeka Financial Services Group Limited” to “Ascenden Financial Group Limited”, and to change the dual foreign name of the Company in Chinese from “萬德金融服務集團有限公司” to “領智金融集團有限公司”.

The Change of Company Name will be conditional upon (i) the passing of a special resolution by the Shareholders at the AGM to approve the Change of Company Name; and (ii) the Registrar of Companies in the Cayman Islands granting approval for the Change of Company Name.

A circular containing, among other things, further details of the Change of Company Name, together with a notice of the AGM and the related proxy form, will be despatched to the Shareholders as soon as practicable.

The board (the “**Board**”) of directors (the “**Directors**”) of Merdeka Financial Services Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) proposes to change the English name of the Company from “Merdeka Financial Services Group Limited” to “Ascenden Financial Group Limited”, and to change the dual foreign name of the Company in Chinese from “萬德金融服務集團有限公司” to “領智金融集團有限公司” (together, the “**Change of Company Name**”).

REASONS FOR THE CHANGE OF COMPANY NAME

The Board evaluates from time to time the business strategies of the Group. Following the completion of acquisition of 100% equity interest in Veda Corporate Services Limited on 28 February 2019, the Group has widened its business scope to also engage in the provision of corporate consulting services including company secretarial, accounting and financial reporting and management consulting services. The Board considers the Change of Company Name will symbolize a new start and provide the Company with a more appropriate corporate identity and image which will benefit the Company's future business development. The Board believes that the Change of Company Name is in the interests of the Company and the shareholders of the Company (the "**Shareholders**") as a whole.

CONDITIONS OF THE CHANGE OF COMPANY NAME

The Change of Company Name will be conditional upon:

- (i) the passing of a special resolution by the Shareholders at the forthcoming annual general meeting of the Company (the "**AGM**") to approve the Change of Company Name; and
- (ii) the Registrar of Companies in the Cayman Islands granting approval for the Change of Company Name.

Upon satisfaction of the above conditions, the Change of Company Name will become effective from the date of issue of the certificate of incorporation on change of name by the Registrar of Companies in the Cayman Islands. Upon the Change of Company Name becoming effective, the Company will comply with the necessary registration and/or filing procedures in Hong Kong.

EFFECTS OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any of the rights of the Shareholders or daily business operation of the Company and its financial position. All existing share certificates in issue bearing existing name of the Company will, after the Change of Company Name, continue to be evidence of legal title and valid for all purposes (including for the purposes of trading, settlement, registration and delivery). Accordingly, there will not be any arrangement for the exchange of the share certificates of the Company under its existing name for new share certificates under the new name of the Company. Once the Change of Company Name becomes effective, share certificates of the Company will be issued in the new name of the Company.

In addition, subject to the confirmation by The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"), the Company will change the English and Chinese stock short names of the Company for trading in the securities on the GEM of the Stock Exchange after the Change of Company Name becomes effective. Subject to the Change of Company Name becoming effective, the Company will also adopt a new company logo.

GENERAL

A circular containing, among other things, further details of the Change of Company Name, together with a notice of the AGM and the related proxy form, will be despatched to the Shareholders as soon as practicable.

As no Shareholders have a material interest in the Change of Company Name, no Shareholders will be required to abstain from voting on the resolution to approve the Change of Company Name.

Further announcements concerning the results of the AGM, the effective date of the Change of Company Name, the new English and Chinese stock short names of the Company for trading in the securities on the GEM of the Stock Exchange and other relevant information will be made by the Company as and when appropriate.

By order of the Board of
MERDEKA FINANCIAL SERVICES GROUP LIMITED
Cheung Wai Yin, Wilson
Chairman and Chief Executive Officer

Hong Kong, 26 April 2019

As at the date of this announcement, the Directors are:

Executive Directors:

Mr. Cheung Wai Yin, Wilson (*Chairman and Chief Executive Officer*)

Mr. Lau Chi Yan, Pierre (*Managing Director*)

Ms. Tsang Kwai Ping

Independent Non-executive Directors:

Ms. Yeung Mo Sheung, Ann

Mr. Au-yeung Sei Kwok

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, 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.

This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Listed Company Information” page for at least seven days from the day of its publication and posting and will be published and remains on the website of the Company at <http://www.merdeka.com.hk>.

* for identification purposes only