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SOUTHEAST ASIA PROPERTIES & FINANCE LIMITED

華 信 地 產 財 務 有 限 公 司

(Incorporated in Hong Kong with limited liability)

Stock Code: 252

Website: http://www.seapnf.com.hk

POSITIVE PROFIT ALERT

This announcement is made by Southeast Asia Properties & Finance Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that the profit for the year of the Group attributable to the owners of the Company for the year ended 31 March 2017 is estimated to increase by approximately 150%, when compared with that in last year. The increase was mainly attributable to the following factors:

(i) the significant increase in gain arising on change in fair value of investment properties due to hot market sentiment in Hong Kong properties sector; and

(ii) improvements in business operations

Shareholders and potential investors are advised to note that the information contained in this announcement is only based on the Board's preliminary assessment of the draft consolidated management accounts of the Group for the year ended 31 March 2017 which have neither been reviewed by the auditor nor the audit committee of the Company. The Company is still in the process of finalizing the Group's audited results for the year ended 31 March 2017 which are expected to be announced in June 2017.

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

By Order of the Board
Southeast Asia Properties & Finance Limited
Chua Nai Tuen
Chairman and Managing Director

Hong Kong, 5 June 2017

As at the date of this announcement, the Board comprises: (a) Executive Directors: Mr. Chua Nai Tuen, Mr. Nelson Junior Chua, Mr. Gilson Chua; (b) Non-executive Directors: Mr. Chan Man Hon, Eric, Mr. Jimmy Siy Tiong, Mr. Rene Siy Chua, Mr. Samuel Siy Yap, Mr. Tsai Han Yung, Ms. Vivian Chua; and (c) Independent Non-executive Directors: Mr. Chan Siu Ting, Mr. James L. Kwok, Mr. Wong Shek Keung, Mr. Tsui Ka Wah, Mr. Tsai Sui Cheung, Andrew.