China Fortune Financial Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 290)

Website: http://www.290.com.hk

PROFIT WARNING

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

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and the potential investors that the Group is expected to record a loss for the year ended 31 March 2018 (the "**Relevant Year**") as compared to a profit for the year ended 31 March 2017 mainly due to no extraordinary income and / or valuation gain was recorded during the Relevant Year.

The information contained in this announcement is only a preliminary assessment based on the latest consolidated management accounts of the Group and the information currently available to the Board, which have not been audited by the Company's auditor or reviewed by the audit committee of the Company. As at the date of this announcement, the Company is in the process of finalising the Group's annual results for the Relevant Year. The annual results announcement of the Group for the Relevant Year is expected to be released in late June 2018. Shareholders and potential investors are advised to read the annual results announcement of the Group when it is published.

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

By order of the Board of
China Fortune Financial Group Limited
XIE Zhichun
Chairman and Executive Director

Hong Kong, 1 June 2018

As at the date of this announcement, the Board consists of four executive Directors, namely Mr. XIE Zhichun (Chairman), Mr. HUA Yang, Mr. HAN Hanting and Mr. LIU Yinan; two non-executive Directors, namely Mr. CHEN Zhiwei and Mr. WU Ling; and four independent non-executive Directors, namely Mr. CHAN Kin Sang, Mr. NG Kay Kwok, Mr. CHIU Kung Chik and Mr. LI Gaofeng.