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CEFC Hong Kong Financial Investment Company Limited
香港華信金融投資有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1520)

PROFIT WARNING

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

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2018 (the "**Period**"), the Group is expected to record a significant increase in loss attributable to equity holders of the Company of more than 300% for the Period as compared with the loss of approximately HK$10.5 million attributable to equity holders of the Company for the same period in 2017. The significant increase in loss for the Period was mainly attributable to (i) the drop in turnover as orders from our major customers, which have been adversely affected by the shift of consumers' buying habit to online shopping, were reduced during the Period; and (ii) the increase in administrative expenses (such as staff cost and rental expenses as an additional office was rented by the Group) following New Seres CEFC Investment Fund LP became the controlling Shareholder of the Company in May 2017.

The Company is still in the process of finalising its unaudited consolidated results for the six months ended 30 June 2018. The financial information contained in this announcement is only based on preliminary assessment by the Board with reference to the information currently available as aforementioned, which has neither been reviewed by the Company's independent auditor nor the audit committee of the Company, and is therefore subject to change and adjustment. Shareholders and potential investors are advised to read carefully the results announcement of the Company for the Period, which is expected to be published in late August 2018 in accordance with the requirements of the Listing Rules.

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

By order of the Board
CEFC Hong Kong Financial Investment Company Limited
Guo Lin
Chairman and Executive Director

Hong Kong, 3 August 2018

As at the date of this announcement, the executive Directors are Mr. Guo Lin, Mr. Jiang Mingsheng, Mr. Wang Zhou, Mr. Jiang Tianqing, Mr. Hubert Tien and Mr. Liu Chun Fai; and the independent non-executive Directors are Mr. Lu Hongbing, Mr. Tang Shu Pui Simon, Mr. Hon Ming Sang and Mr. Wu Fei.