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 and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 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 its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2018 (the "**Relevant Period**") and the information currently available to the Board, it is expected that the Group will, notwithstanding the income has increased as compared with the same period last year, record a net loss of not more than HK$75 million for the Relevant Period mainly due to (1) increase of operating expenses and (2) unrealized loss on investment trading of listed securities. The net loss of the Group for the six months ended 30 September 2017 was approximately HK$8.56 million.

The information contained in this announcement is based only on a preliminary assessment of the unaudited consolidated management accounts of the Group, which are subject to finalization and review by the Board and the Company's auditors. The interim results of the Group for the Relevant Period are expected to be released in late November 2018. Shareholders and potential investors are advised to read the interim results announcement of the Company 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
HUA Yang
Chief Executive Officer
and Executive Director

Hong Kong, 2 November 2018

As at the date of this announcement, the Board consists of three executive directors, namely Mr. XIE Zhichun (Chairman), Mr. HUA Yang and Mr. ZHU Yi; three non-executive directors, namely Mr. HAN Hanting, 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.