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 as 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 Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (CAP. 571, 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 of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2018 (the "**FY2018**") and information currently available to the Board, the Group is expected to record an increase in loss attributable to equity holders of the Company for the FY2018 of not less than 250% as compared to that for the year ended 31 December 2017 of approximately HK$15.6 million. The significant increase in loss for the FY2018 was mainly due to (i) the drop in revenue for the apparel business as orders from our major customers, which have been adversely affected by the shift of consumers' buying habit to online shopping and weak sentiment among our customers in the United States due to intensified trade friction between China and the United States, were reduced during the FY2018; (ii) the increase in administrative expenses (including but not limited to staff cost, and rental expenses and depreciation of property, plant and equipment as an additional office was rented by the Group) following the change in control of the Company in May 2017; and (iii) possible impairment loss on goodwill in relation to the money lending business.

The information contained in this announcement is based on the preliminary assessment by the management of the Company with reference to the information currently available including the unaudited consolidated management accounts of the Group for the FY2018, which have not been reviewed or audited by the auditor of the Company. The Company is still in the process of preparing its audited consolidated annual results for the FY2018, which is expected to be published in late March 2019 in accordance with the requirements of the Listing Rules.

Shareholders and potential investors in the Company are advised to exercise caution when dealings in the securities of the Company.

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

Hong Kong, 30 January 2019

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.