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PROFIT WARNING

This announcement is made by the Company pursuant to the provisions of inside information under Part XIV A of the SFO and Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that based on the preliminary assessment of the Group's unaudited management accounts for the year ended 31 December 2015, the Group expects to record a consolidated net profit for the year ended 31 December 2015 to be lower than the comparative profit figure for the corresponding period in the previous financial year.

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

This announcement is made by Mason Financial Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the provisions of inside information under Part XIV A of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that the Group expects to record a consolidated net profit attributable to equity holders of the Company of around HK\$450 million for the year ended 31 December 2015 as compared to the consolidated net profit of approximately HK\$744 million for the corresponding period in the previous financial year. Based on the preliminary assessment of the Group's unaudited management accounts for the year ended 31 December 2015, the expected decrease in profit year-on-year was primarily attributable to smaller realised gain on investments held for trading (reflected in smaller turnover) and net fair value loss on investments held for trading.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the Group's unaudited management accounts for the year ended 31 December 2015. Such information has not been audited or reviewed by the Company's auditor and is subject to finalization and adjustments (including adjustments for the Group's long-term unlisted investments, updated data of which are not yet available). Shareholders of the Company and potential investors are advised to read carefully the consolidated final results announcement of the Company, which is expected to be released in March 2016.

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

By order of the Board
Mason Financial Holdings Limited
Zhang Yongdong
Chairman

Hong Kong, 18 January 2016

As at the date of this announcement, the Board comprises:-

Executive Directors:

Mr. Zhang Yongdong
Mr. Cheung Wing Ping
Ms. Cheung Ka Yee
Mr. Man Wai Chuen

Non-executive Director:

Dr. Xia Xiaoning

Independent Non-executive Directors:

Mr. Lam Yiu Kin
Dr. Antonio Maria Santos
Mr. Yuen Kwok On