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FREEMAN FINANCIAL CORPORATION LIMITED

民豐企業控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 279)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Inside Information Provisions under Part XIVA 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 the Group is expected to record a substantial profit attributable to shareholders of the Company for the year ended 31 March 2013 as compared to a loss in last 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 Freeman Financial Corporation Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Inside Information Provisions (as defined in Listing Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”)) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “SFO”) and Rule 13.09 of the Listing Rules.

The Board of Directors (the “Board”) of the Company wishes to inform its shareholders and potential investors that the Group is expected to record a substantial profit attributable to shareholders of the Company for the year ended 31 March 2013 as compared to a loss in last year.

Based on the financial information currently available, the Group expects to record a profit of low nine-figure of approximately HK\$300 million for the year ended 31 March 2013, which is mainly attributable to (i) realised and unrealised gains of financial assets through profit and loss; (ii) net gains on changes in shareholding interests in associates; and (iii) share of profits of associates.

For comparative purposes, the Group incurred a net loss attributable to shareholders of the Company of approximately HK\$639.2 million last year mainly comprising realised and unrealised losses of financial assets through profit and loss of approximately HK\$38.3 million and HK\$463.7 million respectively and share of losses of associates of approximately HK\$140.8 million.

The information contained in this positive profit alert announcement is only based on the Company's preliminary review on the unaudited consolidated management accounts of the Group for the year ended 31 March 2013 and the audited accounts of a major associate of the Group for the nine-months period ended 31 December 2012 subject to finalisation and necessary adjustments, which have not been confirmed, audited nor reviewed by the Company's auditor. Once the Group receives full-year results from the major associate, the Company would make further announcement(s) if necessary. Shareholders of the Company and potential investors are advised to read carefully the annual results announcement of the Company for the year ended 31 March 2013 which is expected to be published in June 2013.

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
Freeman Financial Corporation Limited
Chow Mun Yee
Executive Director

Hong Kong, 23 May 2013

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

Executive Directors:

Mr. Lo Kan Sun (*Acting Chairman*)
Mr. Hui Quincy Kwong Hei (*Managing Director*)
Ms. Au Shuk Yee, Sue
Ms. Chow Mun Yee

Non-executive Directors:

Mr. Andrew Liu
Mr. Liu Kam Fai, Winston

Independent non-executive Directors:

Mr. Gary Drew Douglas
Mr. Peter Temple Whitelam
Dr. Agustin V. Que
Mr. Frank H. Miu
Mr. Hung Cho Sing