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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 Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that based on the financial information currently available, the Group is expected to record a very substantial increase in the profit for the unaudited interim results of the Group for the six months period ended 30 September 2014 as compared to the corresponding period in 2013.

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 Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “SFO”).

The board of Directors (the “Board”) of the Company wishes to inform its shareholders and potential investors that based on the financial information currently available, the Group is expected to record a very substantial increase in the net profit for the six months period ended 30 September 2014 to approximately HK\$632.1 million as compared to the profit of approximately HK\$58.3 million in the corresponding period in 2013. The net profit for the six months period ended 30 September 2014 is mainly attributable to (i) unrealised gains on investments at fair value through profit and loss of approximately HK\$746.0 million; (ii) realised loss from the sales of investments at fair value through profit and loss of approximately HK\$64.2 million; and (iii) a possible share of loss of a jointly controlled entity.

For comparative purposes, the Group recorded a net profit of approximately HK\$58.3 million in the corresponding period in 2013 which was mainly attributable to unrealised gains on investments at fair value through profit and loss of approximately HK\$42.4 million and share of losses of associates of approximately HK\$9.6 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 six months period ended 30 September 2014 and the unaudited consolidated management accounts of a major jointly controlled entity of the Group for the three months period ended 30 June 2014 subject to finalisation and necessary adjustments, which have not been confirmed, audited nor reviewed by the Company's auditor. Once the Group receives six-month results from the major jointly controlled entity, the Company would make further announcement(s) if necessary. Shareholders of the Company and potential investors are advised to read carefully the results announcement of the Company for the six months period ended 30 September 2014, which is expected to be published in November 2014.

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
Lo Kan Sun
Chairman

Hong Kong, 6 November 2014

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

Executive Directors:

Mr. Lo Kan Sun (*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. Cheung Wing Ping

Mr. Chung Yuk Lun

Mr. Hung Cho Sing

Dr. Agustin V. Que