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CHINA FINANCIAL INTERNATIONAL INVESTMENTS LIMITED

中國金融國際投資有限公司

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 721)

APPOINTMENT OF CORPORATE AMBASSADOR

The board (the “**Board**”) of directors (the “**Director(s)**”) is pleased to announce that Mr. Ma Xiaochun (馬曉春) (“**Mr. Ma**”) has been appointed as the Corporate Ambassador of China Financial International Investments Limited (the “**Company**”) with effect from 16 May 2012.

This announcement is made by the Company on a voluntary basis to keep the general public and the shareholders of the Company informed about the recent development of the Company.

The Board is pleased to announce that Mr. Ma has been appointed as the Corporate Ambassador of the Company with effect from 16 May 2012.

Mr. Ma, aged 48, whose hometown is Shengzhou, Zhejiang Province, the People’s Republic of China. He is a leading Go Chess player in the 1990s, and has made a record of 13 consecutive winning in the “Celebrity Tournament” of Go Chess of China (中國圍棋“名人戰”#). He is the first professional Go Chess world champion from China, and has served as head coach of the Go Chess team of China.

The Company wishes to appoint Mr. Ma as the Corporate Ambassador because of Mr. Ma’s outstanding contributions and achievements in the area of Go Chess in China and internationally.

The Company and Mr. Ma have entered into a service agreement (the “**Service Agreement**”) to appoint him as the Corporate Ambassador of the Company for a fixed term of 5 years commencing on 16 May 2012. Pursuant to the Service Agreement, Mr. Ma shall provide the Company with various services, mainly including participating in the various forms of advertisement of the Company, attending business events and promotional events of the Company as Corporate Ambassador as required by

the Company, and actively promoting the image of the Company when attending the promotional events.

As far as the Directors are aware, Mr. Ma does not have any relationship with any Directors, senior management, substantial or controlling shareholders (as defined in the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited) of the Company, and is independent of and not connected with the Company and its connected persons.

The Board wishes to take this opportunity to welcome Mr. Ma to act as the Corporate Ambassador of the Company.

By order of the Board
China Financial International Investments Limited
Du Lin Dong
Chairman

Hong Kong, 16 May 2012

The English transliteration of the Chinese names in this announcement, where indicated, is included for information only, and should not be regarded as the official English names of such Chinese names.

As at the date of this announcement, the executive Directors are Mr. Du Lin Dong, Mr. Liu Baorui and Mr. Pong Po Lam Paul; the non-executive Directors are Mr. Ma Jie and Mr. Ding Xiaobin; and the independent non-executive Directors are Professor Cheung Wai Bun Charles, Mr. Wan Hongchun and Mr. Zeng Xianggao.