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**Hong Kong Finance Group Limited**  
**香港信貸集團有限公司**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 1273)**

**POSITIVE PROFIT ALERT**

This announcement is made by Hong Kong Finance Group 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 and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance, Chapter 571, the Laws of Hong Kong.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment by the Board with reference to the draft unaudited consolidated management accounts of the Group for the five months ended 31 August 2014, it is expected the Group may record an increase in the profit attributable to Shareholders in a range between 50% to 100% for the six months ended 30 September 2014 as compared with the corresponding period in 2013. The increase is mainly due to the increase in the interest income from providing property mortgage loans in Hong Kong during the period.

The information contained in this announcement represents only a preliminary assessment made by the Board based on the information made available to the Board as at the date of this announcement. Such information has not been finalised nor audited nor reviewed by audit committee and/or auditors of the Company.

Detail information regarding the Group’s interim results for the six months ended 30 September 2014 will be set out in the Company’s interim results announcement which will be published before the end of November 2014.

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

By Order of the Board of  
**Hong Kong Finance Group Limited**  
**Chan Kwong Yin William**  
*Chairman*

Hong Kong, 8 October 2014

*As at the date of this announcement, the Board of the Company comprises Mr. Chan Koungh Nam, Mr. Chan Kwong Yin William (Chairman), Mr. Tse Pui To (Chief Executive Officer) being the executive directors, and Mr. Chan Siu Wing Raymond, Mr. Chu Yat Pang Terry, Mr. Cheung Kok Cheong being the independent non-executive directors.*