

*Unless otherwise defined, terms and expressions used in this announcement shall have the same meanings as those defined in the prospectus (the “**Prospectus**”) of China Success Finance Group Holdings Limited (中國集成金融集團控股有限公司) (the “**Company**”) dated Thursday, 31 October 2013.*

*Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and Hong Kong Securities Clearing Company Limited (“**HKSCC**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the Shares or other securities of the Company. Potential investors should read the Prospectus carefully for detailed information about the Global Offering described in the Prospectus before deciding whether or not to invest in the Shares thereby being offered.

*This announcement is not an offer of securities for sale in the United States. Securities may not be offered or sold in the United States except pursuant to registration or an exemption from registration requirements under the United States Securities Act of 1933, as amended (the “**US Securities Act**”). The Public Offer Shares are being offered and sold outside the United States in offshore transactions in accordance with Regulation S under the US Securities Act. There will not and is not currently intended to be any public offering of securities in the United States.*

In connection with the Global Offering, the Stabilising Manager, its affiliates or any person acting for it, on behalf of the Joint Global Coordinators, may effect transactions with a view to stabilising or maintaining the market price of the Shares at a level higher than that which might otherwise prevail in the open market for a limited period beginning on the Listing Date and expected to end on the 30th day after the last day for lodging of applications under the Public Offer. However, there is no obligation on the Stabilising Manager, its affiliates or any person acting for them to conduct any such stabilising action, which, if commenced, will be done at the sole and absolute discretion of the Stabilising Manager and may be discontinued at any time. Any such stabilising activity is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Public Offer. Such stabilisation action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the SFO.

Potential investors should be aware that stabilising action cannot be taken to support the price of the Shares for longer than the stabilisation period which begins on the Listing Date and is expected to expire on Thursday, 5 December 2013, being the 30th day after the last day for lodging applications under the Public Offer. After this date, no further stabilising action may be taken, and demand for the Shares and the price of the Shares could fall.



China Success Finance Group Holdings Limited
(中國集成金融集團控股有限公司)

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Offer Shares	: 100,000,000 Shares (subject to the Over-allotment Option)
Number of Public Offer Shares	: 10,000,000 Shares (subject to re-allocation)
Number of International Placing Shares	: 90,000,000 Shares (subject to the Over-allotment Option and re-allocation)
Offer Price	: Not more than HK\$2.80 per Offer Share (payable in full on application and subject to refund, plus brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%) and expected to be not less than HK\$1.80 per Offer Share
Nominal Value	: HK\$0.01 per Share
Stock Code	: 3623

Joint Sponsors



Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers



Application has been made by the Company to the Listing Committee for the granting of the approval for the listing of, and permission to deal in, (i) the Shares in issue, (ii) the Shares to be issued as described in the Prospectus (including any Shares falling to be issued pursuant to the exercise of the Over-allotment Option and pursuant to the exercise of any options granted or to be granted under the Share Option Schemes). The Global Offering comprises the Public Offer of initially 10,000,000 Shares, representing 10% of the total number of Shares initially being offered in the Global Offering (subject to re-allocation) and the International Placing of initially 90,000,000 Shares, representing 90% of the total number of Shares initially being offered in the Global Offering (subject to the Over-allotment Option and re-allocation). The Company will grant the Over-allotment Option to the Joint Global Coordinators (on behalf of the International Placing Underwriters). In the

event the Over-allotment Option is exercised, an announcement will be made by the Company. The allocation of the Shares between the Public Offer and the International Placing is subject to adjustment as stated in the section headed “Structure and conditions of the Global Offering — Re-allocation of Offer Shares between the Public Offer and the International Placing” in the Prospectus.

Applications for the Public Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus and the related Application Forms.

Applicants who would like to be allotted the Public Offer Shares in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO**. Applicants who would like to have the Public Offer Shares allotted and issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants should (i) give **electronic application instructions** to HKSCC via CCASS; or (ii) complete and sign the **YELLOW** Application Forms.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Thursday, 31 October 2013 until 12:00 noon on Tuesday, 5 November 2013 from:

(1) any of the following addresses of the Public Offer Underwriters:

RaffAello Securities (HK) Limited	3rd Floor, Plaza 168, 166-168 Des Voeux Road Central, Sheung Wan, Hong Kong
First Shanghai Securities Limited	19th Floor, Wing On House, 71 Des Vouex Road Central, Hong Kong
Yue Xiu Securities Company Limited	24th Floor, Siu On Centre, 188 Lockhart Road, Wan Chai, Hong Kong
Convoy Investment Services Limited	G/F-1/F, Li Po Chun Chambers, 189 Des Voeux Road Central, Hong Kong
Huatai Financial Holdings (Hong Kong) Limited	Unit 5808-5812, 58th Floor, The Center, 99 Queen’s Road Central, Hong Kong

(2) or any of the following branches of the receiving bank, **Industrial and Commercial Bank of China (Asia) Limited**:

District	Branch Name	Address
Hong Kong Island	Queen's Road Central	122-126 Queen's Road Central, Central
	Central	1/F, 9 Queen's Road Central, Central
	Causeway Bay	Shop A, G/F, Jardine Center, 50 Jardine's Bazaar, Causeway Bay
	Wanchai	117-123 Hennessy Road, Wanchai
	North Point	G/F, 436-438 King's Road, North Point
	Quarry Bay	Shop SLG1, Sub-Lower Ground Floor, Westlands Gardens, 2-12 Westlands Road, Quarry Bay
Kowloon	Kwun Tong	Shop 5 & 6, 1/F, Crocodile Center, 79 Hoi Yuen Road, Kwun Tong
	Yaumatei	542 Nathan Road, Yaumatei
	Mongkok	G/F, Belgian Bank Building, 721-725 Nathan Road, Mongkok
	Mei Foo	Shop N95A, 1/F, Mount Sterling Mall, Mei Foo Sun Chuen
	Tsimshatsui East	Shop B, G/F, Railway Plaza, 39 Chatham Road South, Tsimshatsui
	Tsim Sha Tsui	Shop 1 & 2, G/F, 35-37 Hankow Road, Tsimshatsui

District	Branch Name	Address
New Territories	Shatin	Shop 22J, Level 3, Shatin Centre, Shatin
	Kwai Fong	C63A-C66, 2/F, Kwai Chung Plaza, Kwai Fong
	Tsuen Wan Castle Peak Road	G/F, 423-427 Castle Peak Road, Tsuen Wan

Copies of the **YELLOW** Application Forms, together with the Prospectus, may be obtained during normal business hours from 9:00 a.m. on Thursday, 31 October 2013 to 12:00 noon on Tuesday, 5 November 2013 from:

- (1) the depository counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong; or
- (2) your stockbroker, who may have such Application Forms and the Prospectus available.

Both **WHITE** and **YELLOW** Application Forms completed in all respects in accordance with the instructions printed thereon, to which cheques or banker's cashier orders payable to "ICBC (Asia) Nominee Limited — China Success Finance Public Offer" should be securely stapled and deposited in the special collection boxes provided at any of the branches of the receiving bank referred to above on the following dates during the following times:

Thursday, 31 October 2013 — 9:00 a.m. to 5:00 p.m.
Friday, 1 November 2013 — 9:00 a.m. to 5:00 p.m.
Saturday, 2 November 2013 — 9:00 a.m. to 1:00 p.m.
Monday, 4 November 2013 — 9:00 a.m. to 5:00 p.m.
Tuesday, 5 November 2013 — 9:00 a.m. to 12:00 noon

Applicants applying by **White Form eIPO** may submit their applications through the **White Form eIPO** through the designated website www.eipo.com.hk from 9:00 a.m. on Thursday, 31 October 2013 until 11:30 a.m. on Tuesday, 5 November 2013 (24 hours daily, except on the last application day) (or such later date as may apply in the case of a tropical cyclone warning signal number 8 or above or a "black" rainstorm warning signal being in force as described in the section headed "How to apply for the Public Offer Shares — Effect of bad weather on the opening of the application lists" in the Prospectus).

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Thursday, 31 October 2013 until 12:00 noon on Tuesday, 5 November 2013. The application lists will open from 11:45 a.m. to 12:00 noon on Tuesday, 5 November 2013 (or such later date as may apply in case of certain bad weather conditions as described in the section headed “How to apply for the Public Offer Shares — Effect of bad weather on the opening of the application lists” in the Prospectus).

Please refer to the sections headed “Structure and conditions of the Global Offering” and “How to apply for the Public Offer Shares” in the Prospectus for details of the conditions and procedures of the Public Offer.

The Company expects to publish the announcement on the Offer Price, the level of indication of interests in the International Placing, the level of applications in the Public Offer and the basis of allocation of the Public Offer Shares under the Public Offer on Tuesday, 12 November 2013 in South China Morning Post (in English) and Hong Kong Economic Times (in Chinese), and on the Company’s website at www.gdjcrzdb.cn and the website of the Stock Exchange at www.hkexnews.hk.

Results of allocations of the Public Offer, the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants (where appropriate) and the number of Public Offer Shares successfully applied for under **WHITE** and **YELLOW** Application Forms, by applying through the **White Form eIPO** and by giving electronic application instructions to HKSCC via CCASS, will be made available in the manner described in the section headed “How to apply for the Public Offer Shares — Publication of results” in the Prospectus.

The Company will not issue temporary documents of title or receipt for application monies paid. Share certificates will only become valid documents of title provided that the Global Offering has become unconditional in all respects and the Underwriting Agreements have not been terminated in accordance with their respective terms, which is expected to be at 8:00 a.m. on Wednesday, 13 November 2013.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Wednesday, 13 November 2013. The Shares will be traded in board lots of 2,000 Shares each under the stock code 3623.

By order of the Board of
China Success Finance Group Holdings Limited
Zhang Tiewei
Chairman and executive Director

Hong Kong, 31 October 2013

As at the date of this announcement, the executive Directors are Mr. Zhang Tiewei and Mr. Li Bin, the non-executive Directors are Mr. He Darong, Mr. Xu Kaiying and Mr. Pang Haoquan, and the independent non-executive Directors are Mr. Tsang Hung Kei, Mr. Au Tien Chee Arthur and Mr. Xu Yan.

Please also refer to the published version of this announcement in South China Morning Post (in English) and Hong Kong Economic Times (in Chinese).