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**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)*  
**(Stock Code: 3623)**

**CHANGE OF CHIEF EXECUTIVE OFFICER**  
**AND**  
**APPOINTMENT OF EXECUTIVE DIRECTOR**

The Board hereby announces that Mr. Li Bin has resigned as the CEO but will continue to serve as an executive Director and Mr. Chen Hui has been appointed as the CEO and executive Director, both with effect from 15 September 2014.

This announcement is made by the board (the “**Board**”) of directors (“**Directors**”) of China Success Finance Group Holdings Limited (the “**Company**”), together with its subsidiaries, the “**Group**”) pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

**Resignation of Chief Executive Officer**

The Board hereby announces that Mr. Li Bin (“**Mr. Li**”) has resigned as the chief executive officer (“**CEO**”) of the Company with effect from 15 September 2014, but will continue to serve as an executive Director so that Mr. Li can focus his time and effort on the development of the guarantee business of the Company.

Mr. Li has confirmed that he has no disagreement with the Board, and there is no other matter in relation to his resignation as the CEO that needs to be brought to the attention of the shareholders of the Company.

The Board wishes to express its sincere gratitude to Mr. Li for his valuable contribution to the Company during his tenure of services as the CEO.

### **Appointment of Executive Director and Chief Executive Officer**

The Board is pleased to announce that Mr. Chen Hui (“**Mr. Chen**”) has been appointed as an executive Director and CEO of the Company with effect immediately after the resignation of Mr. Li on 15 September 2014.

Mr. Chen, aged 46, graduated from Sun Yat-sen University and obtained a bachelor’s degree in electronic . Since 1990, Mr. Chen has worked in various banks and governmental position in PRC and has over 24 years’ experience in the banking and finance industry. Prior to joining the Group, Mr. Chen worked in management positions at the China Development Bank in its Guangdong Province branch and Yunnan Province branch offices from 1999 to 2010. In 2007, while working in the Yunnan branch office, Mr. Chen was in charge of the innovative financial leasing transaction of a motorway in the PRC and carried out numerous other financial leasing transactions. In 2010, Mr. Chen was invited to join Guangdong Nanyue Bank (廣東南粵銀行), previously known as Zhanjiang Commercial bank (湛江市商業銀行), and acted as its vice governor in headquarter, mainly responsible for its corporate and investment banking business.

Mr. Chen has entered into a service contract in relation to his directorship and position of CEO with the Company and has a fixed term of three years with the Company and is subject to retirement by rotation and is eligible for re-election at the annual general meeting of the Company pursuant to the Company’s articles of association. Mr. Chen will be entitled to an annual remuneration of HK\$3,000,000 and is also entitled to discretionary bonuses and other allowances and benefit in kind determined by the remuneration committee of the Company. His remuneration is approved and determined with reference to his past experience, level of responsibility, abilities required of the CEO and the remuneration offered for similar positions in the industry.

As confirmed by Mr. Chen and save as disclosed above, Mr. Chen (i) has no other relationship with any director, senior management or substantial or controlling shareholder of the Company; (ii) does not currently hold any other position with the Company or any of its subsidiaries; and (iii) has not held any directorship in other Hong Kong or overseas listed public companies in the last three years; and there is no other information that should be disclosed pursuant to Rule 13.51(2) of the Listing Rules, nor any other matter that needs to be brought to the attention of the shareholders of the Company. As at the date hereof, Mr. Chen does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board would like to take this opportunity to welcome Mr. Chen to join the Board.

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

Hong Kong, 15 September 2014

*As at the date of this announcement, the Board comprises (i) three executive Directors, namely Mr. Zhang Tiewei, Mr. Li Bin and Mr. Chen Hui, (ii) three non-executive Directors, namely, Mr. He Darong, Mr. Xu Kaiying and Mr. Pang Haoquan, and (iii) three independent non-executive Directors, namely, Mr. Tsang Hung Kei, Mr. Au Tien Chee Arthur and Mr. Xu Yan.*