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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)

POSITIVE PROFIT ALERT

This announcement is made by China Success Finance Group Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 of the Laws of Hong Kong).

The board of the directors (the “**Board**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to the Company and the preliminary review by the Company’s management of the unaudited management accounts of the Group for the year ended 31 December 2014, the Group is expected to record a significant increase of not less than 50% or in the range of approximately RMB10.0 million to RMB 12.0 million in its total comprehensive income for the year ended 31 December 2014 as compared to that of the year ended 31 December 2013 (the audited total comprehensive income for the Group for the year ended 31 December 2013 amounted to RMB17,411,000). The Board believes that such increase in the total comprehensive income for the year is primarily attributable to, among other things, (i) the increase in total revenue; (ii) the decrease in operating expenses; and (iii) the increase in other comprehensive income from the exchange difference on translation of financial statements of entities outside the People’s Republic of China.

The Company is in the process of finalising the results of the Group for the year ended 31 December 2014. The information contained in this announcement is only a preliminary assessment and estimation by the Board and is not based on any figures or information which have been audited or reviewed by the auditor or the Company. The Company expects to publish an announcement on the final results of the Group for the year ended 31 December 2014 in or around late March 2015.

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

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

Hong Kong, 16 February 2015

As at the date of this announcement, the Board comprises (i) three executive Directors, namely Mr. Zhang Tiewei, Mr. Chen Hui and Mr. Li Bin, (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.