

For immediate release

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# Finsoft Corporation

## 匯財軟件公司

(Stock Code: 8018)

### **Finsoft Corporation Invests RMB 100 Million To Develop the Internet Financial Services for the Diamond Transactions With the Shenzhen City Rough Diamond Trading Centre**

(Hong Kong, 14 May 2015) **Finsoft Corporation** (Stock code: 8018) (“Finsoft” or “Company”; together with its subsidiaries, collectively “Group”) announced today the Group entered into the Framework Agreement with Shenzhen City Rough Diamond Trading Centre Company Limited (“Shenzhen City Rough Diamond Trading Centre”), Shenzhen Sino-African Diamond Company Limited and Shenzhen City Shuibei Jewel Company Limited (“Three Prospective Business Partners”), pursuant to which the Group and the Three Prospective Business Partners will establish a cross-border strategic alliance in relation to the provision of financial services for the diamond transactions. The Three Prospective Business Partners will reach mutual benefits through cooperation on the diamond transactions, related financial services and expansion of client sources while the Group will provide comprehensive financial value added services, financing services and professional information technology services on the development of the electronic trading platform with an aim to developing innovative internet financial services for the diamond transactions.

According to the reports recently published by the Gems & Jewelry Trade Association of China, total jewelry retail sales amount in China exceeded RMB 500 billion in 2014 and is expected to reach RMB 550 billion this year. While approximately 70% of the jewelry sales in China are from the Guangdong Province which is the top sales region of the jewelry industry in China, the Group believes that the cooperation with the three big giants in the diamond and jewelry industry in Shenzhen can dominate the geographical and business advantages.

The Shenzhen City Rough Diamond Trading Centre is engaged in the diamond trade and exhibition business in China and has adopted a membership system to gather both domestic and overseas diamond trading enterprises. Shenzhen Sino-African Diamond Company Limited, engaged in the trading, designing and processing of rough diamonds, will provide diamond qualification appraisal consultancy services in the cooperation. Shenzhen City Shuibei Jewel Company Limited, the leading enterprises of the jewelry industry in Shenzhen which is engaged in the jewelry wholesale and retail business, will introduce the high quality client sources.

Being an internet financial platforms developer and provider with cutting-edge technology, Finsoft will provide financing services to the members of the Shenzhen City Rough Diamond Trading Centre and also professional information technology services on the development of electronic trading platform for diamond transactions.

The Group considers that the cooperation, as one of the milestone of the Group’s development, can lead the Group to strategically expand its business to the diamond trading related financial services with huge potential, open up a new income stream for the Group and deepen the Group’s business development on internet finance.

The Group is in the process of applying for the establishment of a wholly-owned subsidiary in Qianhai, Shenzhen with the proposed investment amount and registered capital of RMB 100 million and the proposed business activities of the provision of internet financial information consultation, financing services, financial value-added services and development of financial platforms in Qianhai, Shenzhen.

**About Shenzhen City Rough Diamond Trading Centre Company Limited**

Shenzhen City Rough Diamond Trading Centre Company Limited, a company incorporated in the PRC with limited liability which is authorised by the Shenzhen Municipal Government to operate a trading centre established in Shenzhen, the PRC in accordance with the international rules for diamond transactions, carry on business and provide the services in relation to the exhibition and the trading of rough diamonds and the provision of a venue for the international and domestic diamond companies to exhibit rough diamonds.

**About Shenzhen Sino-African Diamond Company Limited**

Shenzhen Sino-African Diamond Company Limited, a company incorporated in the PRC with limited liability, principally engaged in the trading, designing and processing of rough diamonds, and building up the direct trading relationships with the diamond mines and the rough diamond suppliers in South Africa, Boz Varna, Canada, Russia, Zimbabwe and Belgium to provide sufficient supplies of rough diamonds to meet the market demand in the PRC.

**About Shenzhen City Shuibei Jewel Company Limited**

Shenzhen City Shuibei Jewel Company Limited, a company incorporated in the PRC with limited liability, principally engaged in the provision of transaction platform, wholesale business of colour gemstones, retail business of luxury jewels and provision of financial service platform for the jewelry industry.

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**About Finsoft Corporation (Stock Code: 8018)**

Finsoft is principally engaged in the development, sale and provision of financial trading software solutions with the principal products being trading and settlement systems of financial products for financial institutions. The target customers of the Group are financial institutions which conduct brokerage business of financial products traded in Hong Kong, in particular Category B and Category C brokers and local banks. The Group has successfully developed and launched trading and settlement systems for a comprehensive range of financial products and has enriched its product line from trading and settlement system of securities to stock options, futures, forex and bullion. In late 2013, the Group ventured into deal matching and referral business. During 2014, the Group further expanded and diversified its business scope and developed other new businesses including money lending, securities investments and provision of other internet financial platforms. Further in late October 2014, the Group has obtained the Type 6 Licence from the Securities and Futures Commission to carry on Type 6 (advising on corporate finance) regulated activities and commenced its business of advising on corporate finance in early November 2014. For further information, please visit the Group's website: <http://www.finsoftcorp.com>.

This press release is issued by PR ASIA Consultants Limited on behalf of **Finsoft Corporation**.

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Caption: Finsoft Corporation will invest RMB 100 million to develop the internet financial services for the diamond transactions. Chairman Ringo Chan (2nd left) signed the framework agreement with the Shenzhen City Rough Diamond Trading Centre at the 11<sup>th</sup> Annual China International Culture Industries Fair (ICIF) today.