

For immediate release

19 August 2015

Finsoft Financial Investment Holdings Limited
匯財金融投資控股有限公司

(Stock Code: 8018)

Acquire 51% of Reinfo Asia Limited at HK\$30.6 million

(Hong Kong, 19 August 2015) **Finsoft Financial Investment Holdings Limited** (Stock code: 8018) (“Finsoft” or “Company”; together with its subsidiaries, collectively “Group”) today announces that the Group entered into a memorandum of understanding (“MOU”) to which the Group has agreed to acquire 51% of the issued shares of Reinfo Asia Limited at HK\$30.6 million.

Reinfo Asia Limited is a company incorporated in Hong Kong with limited liability and principally engaged in software consultancy focusing on the systems development for General Insurance applications and covering areas of Direct Insurance, Brokers and Reinsurance.

The Group believes that by acquiring Reinfo Asia Limited, the Group is able to expand its provision of other internet financial platforms to the insurance industry and create synergies with Reinfo Asia Limited to bring in favourable growth for the Group. The Group will continue to focus on the development of internet finance and financial services.

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About Finsoft Financial Investment Holdings Limited (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: www.finsofthk.com.

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

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