

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited 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.

FINSOFT FINANCIAL INVESTMENT HOLDINGS LIMITED

匯財金融投資控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8018)

PROFIT WARNING

This announcement is made by Finsoft Financial Investment Holdings Limited (“**Company**”, together with its subsidiaries, “**Group**”) pursuant to Rule 17.10 of the Rules (“**GEM Listing Rules**”) Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (“**SFO**”).

The board (“**Board**”) of directors (each, a “**Director**”) of the Company wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on the information currently available to the Board, the Group expects to record a substantial loss for the year ended 31 December 2017 (“**FY2017**”), as compared to a profit of approximately HK\$10 million for the year ended 31 December 2016 (“**FY2016**”), primarily due to (i) the impairment loss on available-for-sale investments of approximately HK\$25 million mainly contributed by the reclassification of fair value loss on available-for-sale investments of approximately HK\$25 million from other comprehensive loss to profit or loss in respect of one of the Group’s available-for-sale investments, namely, the shares of China Parenting Network Holdings Limited, which are listed on GEM (Stock code: 8361) for FY2017, that was absent in FY2016; (ii) the impairment loss on investment in an associate of approximately HK\$9 million for FY2017 based on preliminary assessment, which was absent in FY2016; (iii) the share of losses of associates of approximately HK\$5 million for FY2017, as compared to the share of profits of associates of approximately HK\$3 million for FY2016; and (iv) the share of loss of a joint venture which is currently expected to be not more than HK\$34 million for FY2017 (approximately HK\$3 million for FY2016). The aforesaid impairment losses and share of losses of associates and a joint venture are non-cash in nature and will not have any immediate impact on the Group’s operating cash flow.

Since the financial period for FY2016 as presented in the Company’s annual report for FY2016, the business segment in respect of the provision of corporate finance advisory services has been recorded as discontinued operations of the Group, taking into account that on 13 October 2016, the Group and an independent third party purchaser entered into a sale and purchase agreement (“**SPA**”) pursuant to which the Group conditionally agreed to

* For identification purposes only

dispose of 5,000,000 ordinary shares of Brilliant Corporate Finance Limited (formerly known as Nine Rivers Corporate Finance Limited) (“BCFL”) (which is principally engaged in the business of providing corporate finance advisory services in Hong Kong and which holds a licence to carry on Type 6 (advising on corporate finance) regulated activity under the SFO), representing the entire issued shares of BCFL at the consideration of HK\$2,300,000, subject to adjustment according to the SPA. Following the lapse of the SPA, the Group has decided to continue to carry on its provision of corporate finance advisory services business. The Group is recruiting qualified staff to re-commence its provision of corporate finance advisory services business, and the results of operations of this business segment previously presented in discontinued operations will be re-classified and included in income from continuing operations for all financial periods presented in the Group’s annual results announcement for FY2017.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company based on figures and information made available to the Board as at the date hereof, and is not based on any figure or information which has been audited or reviewed by the Company’s auditors. The Company is in the process of finalising the annual results of the Group for FY2017. Details of the Group’s annual financial information and performance for FY2017 will be disclosed in the Group’s annual results announcement for FY2017 to be published by the Company in late-March 2018.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

On behalf of the Board
Finsoft Financial Investment Holdings Limited
Mr. Chan Wai Lung
Chairman

Hong Kong, 14 March 2018

As at the date of this announcement, the Board consists of Mr. Chan Wai Lung being an executive Director and the chairman of the Board, Ms. Lam Ching Yee and Ms. Lin Ting being the executive Directors, Mr. Fung Ka Lok Adams and Mr. Ng Wing Cheong Stephen being the non-executive Directors, and Mr. Lam Kai Yeung, Ms. Lee Kwun Ling, May Jean and Mr. Zhong Shi being the independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least 7 days from the date of its publication and on the website of the Company at www.finsofthk.com.