

For immediate release

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## Finsoft Corporation 匯財軟件公司

**Actively Develops Internet Finance Business  
Successfully Developed B2C/O2O Platform**

**Connecting Licensed Money Lending Companies in Hong Kong and Potential Borrowers**

(Hong Kong, 25 September 2014) **Finsoft Corporation** (“Finsoft” or “the Group”; Stock Code: 8018), is pleased to announce that in view of the increasing popularity in using applications on mobile devices and the increasing market demand for corporate and personal loans, the Group has successfully developed a B2C (Business to Customer)/O2O (Online to Offline) platform connecting licensed money lending companies in Hong Kong and potential borrowers and such platform is operated via an online portal for money lending companies

and application on mobile devices for potential borrowers (“System”). The System has the features that potential borrowers can make loan application enquiries with various licensed money lending companies in Hong Kong at the same time while the licensed money lending companies can view and process loan application enquiries instantly through the online portal.

The Group has signed service agreements with several licensed money lending companies in Hong Kong and will pilot run the System in the fourth quarter of 2014. It is expected that the System will be fully launched to the market in early 2015. The Group considers that the System can open up a new income stream for the Group in the future.

The development of the System paves the way for the Group’s strategic business expansion to the development of internet financial related platform. The Group will further explore the development opportunity to expand its business to areas with higher growth potentials.

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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 addition, the Group ventured into deal sourcing and deal matching business in the fourth quarter of 2013. The Group also obtained a money lenders license in Hong Kong on 8 April 2014, and

commenced its money lending business. 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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