

For immediate release

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## Finsoft Corporation 匯財軟件公司

(Stock Code : 8018)

### **To Launch the First Mobile Online Money Lending Platform “Lendwise” Finsoft Opens A New Income Stream**

(Hong Kong, 19 April 2015) **Finsoft Corporation** (“Finsoft” or the “Group”; Stock code: 8018) is pleased to announce that Lendwise, the first mobile online money lending platform will be launched tomorrow. The Group expects Lendwise to help connect potential borrowers with needs for loans with money lending companies in Hong Kong using cutting-edge technology to gather demands and supplies of loans. The launch of Lendwise is one of the Group’s business strategies to develop the internet financial platforms business.

In view of the increasing market demand for corporate and personal loans, and the increasing popularity in using applications on mobile devices, the Group successfully developed Lendwise to bridge the potential borrowers and money lending companies in Hong Kong. Potential borrowers can make loan application enquiries via mobile devices 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. Lendwise, as a B2C (Business to Customer)/O2O (Online to Offline) platform connecting licensed money lending companies in Hong Kong and potential borrowers, helps to reduce the costs of lending and save your precious time and effort.

Lendwise is developed by Well In Technology Development Limited, a wholly-owned subsidiary of Finsoft, to lay the foundation of the business development strategy in the internet financial platforms business. (For further information, please visit Lendwise’s website: <http://www.lendwise.net/>)

The Group considers that Lendwise can open up a new income stream for the Group in the future and paves the way for the Group’s strategic business expansion to the development of internet financial related platform. The Group will further explore development opportunities 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 the fourth quarter of 2013, the Group ventured into deal sourcing and deal matching business. In the second quarter of 2014, the Group obtained a money lenders licence in Hong Kong and then commenced its money lending business and later commenced another new business of securities investments. In the third quarter of 2014, the Group has developed a new business segment 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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