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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)

POSITIVE PROFIT ALERT

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 the Growth Enterprise Market (“**GEM**”) of The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) 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).

The board (“**Board**”) of directors (“**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on the information currently available to the Board, the Group is expected to record a net profit for the three months ended 31 March 2016 (“**2016 Q1**”) as compared to a net loss for the three months ended 31 March 2015 (“**2015 Q1**”), mainly attributable to the combined effect of (i) the net profit of approximately HK\$3.3 million in 2016 Q1 contributed by the property management and property agency services business segment which was newly set up by the Group on 30 December 2015; (ii) the net fair value gain on financial assets at fair value through profit or loss of approximately HK\$3.9 million in 2016 Q1 as compared to the net fair value loss on financial assets at fair value through profit or loss of approximately HK\$1.0 million in 2015 Q1; (iii) the share of profit of an associate of approximately HK\$1.3 million in 2016 Q1; (iv) the interest expenses of approximately HK\$3.5 million incurred in 2016 Q1 on the 10% per annum notes in the aggregate principal amount of HK\$100.3 million issued by the Company on 18 May 2015; and (v) the impairment losses on available-for-sale investments of approximately HK\$3.3 million recognised in 2016 Q1 based on the assessment by the management of the Company.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company of the unaudited consolidated management accounts of the Group for 2016 Q1 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 consolidated results of the Group for 2016 Q1. Details of the financial information and performance of the Group will be disclosed in the results announcement for 2016 Q1, which is expected to be published in mid-May 2016.

* *for identification purpose only*

Shareholders of the Company 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 Sek Keung, Ringo
Chairman

Hong Kong, 3 May 2016

As at the date of this announcement, the Board consists of Mr. Li Hoi Kong and Mr. Lawrence Tang being the executive Directors, Mr. Chan Sek Keung, Ringo being the non-executive Directors and the chairman of the Board and Ms. Lee Kwun Ling, May Jean, Mr. Yuen Shiu Wai and Mr. Lam Kai Yeung 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 website of GEM of the Stock Exchange 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.