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SOUTH CHINA FINANCIAL HOLDINGS LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 619)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a profit for the year ended 31 December 2009 as compared to the loss incurred in the same period in 2008. This positive profit alert announcement is only based on the preliminary review on the management accounts of the Group.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the "Listing Rules").

Based on the preliminary review on the management accounts of South China Financial Holdings Limited (the "Company") and its subsidiaries (the "Group"), the board of directors of the Company (the "Board") wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a profit for the year ended 31 December 2009 as compared to the loss incurred in the same period in 2008, mainly due to the estimated fair value gains on financial assets at fair value through profit and loss and the recovery of stock market activities.

This positive profit alert announcement is only based on the preliminary review on the management accounts of the Group. The audited consolidated annual results of the Group for the year ended 31 December 2009 is expected to be announced in March 2010.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
South China Financial Holdings Limited
Cheung Choi Ngor
Director

Hong Kong, 3 March 2010

As at the date of this announcement, the Directors of the Company are (1) Mr. Ng Hung Sang, Ms. Cheung Choi Ngor, Mr. Richard Howard Gorges, Mr. Ng Yuk Yeung, Paul and Mr. Cheung Wai Kwok, Gary as executive directors; and (2) Mrs. Tse Wong Siu Yin, Elizabeth, Hon. Raymond Arthur William Sears, Q.C. and Mr. Tung Woon Cheung, Eric as independent non-executive directors.