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## **SOUTH CHINA FINANCIAL HOLDINGS LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 619)**

### **POSITIVE PROFIT ALERT FOR THE YEAR ENDED 31 DECEMBER 2012**

This announcement is made pursuant to Part XIVA of the Securities and Futures Ordinance (Cap. 571) of the Laws of Hong Kong and Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited.

Based on the preliminary review on the management accounts of South China Financial Holdings Limited (the “Company”) and its subsidiaries (collectively the “Group”), the board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that the results of the Group has improved significantly and it is expected that a profit will be reported for the year ended 31 December 2012 as opposed to the loss for the corresponding year ended 31 December 2011. The improvement in the results for the year ended 31 December 2012 is mainly attributable to the fair value gain and trading gain on financial assets, and the fair value gain on the investment property.

The Company is in the process of finalizing the annual results of the Group for the year ended 31 December 2012. The information contained in this announcement is only based on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the year ended 31 December 2012 and the information currently available to the Company. Details of the Group’s results for the year ended 31 December 2012 will be disclosed as and when the audited annual results of the Group for the year ended 31 December 2012 is announced.

**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, 14 January 2013

*As at the date of this announcement, the Board comprises (1) five executive directors, namely, Mr. Ng Hung Sang, Mr. Richard Howard Gorges, Ms. Cheung Choi Ngor, Mr. Ng Yuk Yeung, Paul and Mr. Chan Hing Wah; (2) one non-executive director, namely, Mr. Ng Tze Wai; and (3) three independent non-executive directors, namely, Mrs. Tse Wong Siu Yin, Elizabeth, Hon. Raymond Arthur William Sears, Q.C. and Mr. Tung Woon Cheung, Eric.*