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SOUTH CHINA FINANCIAL HOLDINGS LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 619)

POSITIVE PROFIT ALERT FOR THE SIX MONTHS ENDED 30 JUNE 2015

This announcement is made by South China Financial Holdings Limited (the “Company” together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571) of the Laws of Hong Kong.

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the preliminary review of the management accounts of the Group, the results of the Group has improved significantly and it is expected that a profit will be reported for the six months ended 30 June 2015 (the “Period”) as opposed to the loss for the corresponding period in 2014. The improvement in the results for the Period is mainly attributable to the increase in revenue from the brokerage business and the fair value gain and trading gain on financial assets. Besides, whereas a fair value loss on investment property was recorded for the corresponding period in 2014, it is expected that no significant fair value loss on investment property will be recorded in the Period. The aforesaid factors outweigh the increase in operating expenses in the Period.

The Company is in the process of finalizing the interim results of the Group for the Period. 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 Period and the information currently available to the Company. Details of the Group’s results for the Period will be disclosed as and when the unaudited interim results of the Group for the Period is announced.

Shareholders 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
Executive Director

Hong Kong, 20 July 2015

As at the date of this announcement, the directors of the Company are (1) Mr. Ng Hung Sang, Mr. Richard Howard Gorges, Ms. Cheung Choi Ngor and Mr. Ng Yuk Yeung Paul 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.