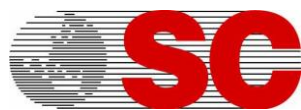


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SOUTH CHINA FINANCIAL HOLDINGS LIMITED

南華金融控股有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00619)

POSITIVE PROFIT ALERT

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 a preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to record a profit attributable to equity holders of the Company for the year ended 31 December 2017 (“**Year 2017**”) as compared to the audited loss attributable to equity holders of the Company of HK\$56.7 million for the corresponding period in 2016.

The expected profit for the Year 2017 is mainly attributable to a substantial gain on the Group’s trading and investment amidst the market rally, a revaluation gain on the Group’s investment property as well as an improvement in operating results of brokerage operation during the year under review.

The Company is in the process of finalizing the annual results of the Group for the Year 2017. The information contained in this announcement is only based on the preliminary assessment by the Board of the information currently available to the Group and the unaudited consolidated management accounts of the Group for the Year 2017 which is subject to audit by the Company’s auditor. Details of the Group’s financial performance will be disclosed in the Group’s annual results announcement for the Year 2017, is expected to be published on or before 29 March 2018.

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
南華金融控股有限公司
Ng Yuk Mui Jessica
Executive Director

Hong Kong, 2 March 2018

As at the date of this announcement, the Board comprises (1) Mr. Ng Hung Sang, Ms. Cheung Choi Ngor, Ms. Ng Yuk Mui Jessica and Dr. Wang Wei Hsin as executive directors; and (2) Hon. Raymond Arthur William Sears, Q.C., Mrs. Tse Wong Siu Yin Elizabeth and Mr. Tung Woon Cheung Eric as independent non-executive directors.