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民信金控

MASON FINANCIAL

Mason Financial Holdings Limited

民信金控有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 273)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to the provisions of inside information under Part XIV A of the SFO and Rule 13.09(2) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that based on the preliminary assessment of the financial information currently available to the Board, the Group expects to record a consolidated net profit for the six months ended 30 June 2015 to be higher than the comparative profit figure for the corresponding period in the previous financial year.

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

This announcement is made by Mason Financial Holdings Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to the provisions of inside information under Part XIV A of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “SFO”) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group expects to record a consolidated net profit around HK\$550 million for the six months ended 30 June 2015 as compared to the consolidated net profit amounted to approximately HK\$454 million for the corresponding period in the previous financial year. Based on the preliminary assessment of the Group’s unaudited management accounts for the six

months ended 30 June 2015 and information currently available to the Board, the expected improvement in profitability for the six months ended 30 June 2015 was primarily attributable to a gain on disposal of equity interest in subsidiaries holding listed securities for investment purpose during the period. Meanwhile, the Board envisages pressure on the Group's profitability in the second half year of 2015 in view of the sluggish stock market performance in the last two months.

The information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited management accounts of the Group for the six months ended 30 June 2015 and information currently available and such information has not been audited or reviewed by the Company's auditor. Shareholders of the Company and potential investors are advised to read carefully the interim results announcement of the Company scheduled to be announced in late August 2015.

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
Mason Financial Holdings Limited
Man Wai Chuen
Director

Hong Kong, 31 July 2015

As at the date of this announcement, the Board comprises:

Executive Directors:

Dr. Chuang Yueheng, Henry
Mr. Cheung Wing Ping
Ms. Cheung Ka Yee
Mr. Man Wai Chuen

Independent Non-executive Directors:

Mr. Yau Yan Ming, Raymond
Mr. Frank H. Miu
Dr. Antonio Maria Santos