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CHINA RONGZHONG FINANCIAL HOLDINGS COMPANY LIMITED
中國融眾金融控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 03963)

PROFIT WARNING

This announcement is made by China Rongzhong Financial Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 information currently available to the Board and its preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2017 (the “**Reporting Period**”), the Group is expected to record a loss for the Reporting Period as compared to a profit of approximately HK\$39.1 million for the previous corresponding period ended 30 September 2016.

The Board considers that the expected loss was mainly due to the increase in the provision for impairment losses on finance lease receivables of the Group. The Board wishes to emphasize that the above-mentioned provisions made are non-cash in nature and do not have any impact on the cash flow of the Group.

As disclosed in the annual report for the financial year ended 31 March 2017, the performance of the Group had been affected by the credit risk of small medium enterprises in the People’s Republic of China (“**China**”). Due to the overall protracting economic down-turn in China, the small medium enterprises customers of the Group are more likely to be adversely affected by these unfavorable market conditions, hence the Group has increased the provision for impairment losses on its finance lease receivables for the Reporting Period.

The Company may issue further announcement(s) to update the Shareholders as and when it is appropriate.

The information contained in this announcement only represents a preliminary review by the Board with reference to information currently available to the Group and the unaudited consolidated management accounts of the Group for the Reporting Period, all of which are still subject to review and audit by the Company's auditors and the internal review and confirmation by the audit committee of the Company and the Board; and hence may be subject to adjustments. The Company is still in the process of preparing and finalising the results announcement for the Reporting Period which is expected to be published by the end of November 2017 in accordance with the Listing Rules.

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

By order of the Board
China Rongzhong Financial Holdings Company Limited
Xie Xiaoqing
Chairman

Hong Kong, 16 November 2017

As at the date of this announcement, the executive Directors of the Company are Mr. Xie Xiaoqing and Mr. Yao Feng; the non-executive Directors of the Company are Ms. Li Yu Lian Kelly, Mr. Sun Changyu and Ms. Wong Jacqueline Yue Yee and the independent non-executive Directors of the Company are Mr. Duan Chang Feng, Mr. Nie Yong and Ms. Zou Lin.