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GOLD-FINANCE HOLDINGS LIMITED

金誠控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1462)

POSITIVE PROFIT ALERT

This announcement is made by Gold-Finance Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) 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 (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to inform the shareholders of the Company (the “**Shareholders**”) and its potential investors that based on the preliminary assessment of the latest unaudited consolidated management accounts for the six months ended 30 September 2017 (the “**Period**”), the unaudited total comprehensive income (after tax) of the Group for the Period is expected to increase by not less than 2,000% as compared with the corresponding period of 2016. The aforesaid growth in total comprehensive income (after tax) was mainly attributed to (i) the increase in gross profits of the investment and asset management business of the Group; and (ii) the fair value gains on the investment properties.

As at the date of this announcement, the Company is in the process of finalising the consolidated interim results of the Group for the Period. The information contained in this announcement is based on a preliminary review by the management of the Company of information currently available, and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company nor approved by the audit committee of the Company. The Company expects to announce its unaudited interim results for the Period on or around 24 November 2017.

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

By Order of the Board
Gold-Finance Holdings Limited
WEI Jie

Chairman and Chief Executive Officer

Hong Kong, 31 October 2017

At the date of this announcement, the Board comprises Mr. Wei Jie, Ms. Xu Li Yun and Mr. Wong Kam Ting as executive Directors; and Mr. Niu Zhongjie, Mr. Cheung Ying Kwan and Mr. Chen Zhao as independent non-executive Directors.