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FINSOFT FINANCIAL INVESTMENT HOLDINGS LIMITED

匯財金融投資控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8018)

POSITIVE PROFIT ALERT

This announcement is made by Finsoft Financial Investment Holdings Limited (“**Company**”, together with its subsidiaries, “**Group**”) pursuant to Rule 17.10 of the Rules (“**GEM Listing Rules**”) Governing the Listing of Securities on the Growth Enterprise Market (“**GEM**”) of The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (“**Board**”) of directors (“**Directors**”) of the Company wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on the information currently available to the Board, the Group is expected to record a net profit for the nine months ended 30 September 2017 (“**2017 Q3**”), as opposed to a net loss of approximately HK\$4.3 million recorded for the nine months ended 30 September 2016 (“**2016 Q3**”), primarily due to (i) the gain on disposal of subsidiaries of approximately HK\$7.6 million recognised in 2017 Q3, as compared with that of approximately HK\$2.2 million recognised in 2016 Q3; (ii) the gain on disposal of an associate of approximately HK\$8.3 million recognised in 2017 Q3 which was absent in 2016 Q3; (iii) the gain on profit guarantee in relation to an associate of approximately HK\$6.2 million recognised in 2017 Q3 which was absent in 2016 Q3; and (iv) the decrease of approximately HK\$5.6 million in the finance costs incurred by the Group in 2017 Q3, as compared with those incurred by the Group in 2016 Q3. Such improvement in the operating results was partly offset by the equity-settled share-based payments for the share options granted by the Company of approximately HK\$8.3 million recognised in 2017 Q3, which were non-cash in nature and would not have any immediate impact on the cash flow and business operation of the Group, that were absent in 2016 Q3.

The Group is expected to record a total comprehensive income for 2017 Q3, as opposed to a total comprehensive loss of approximately HK\$4.3 million recorded in 2016 Q3, mainly due to the reasons mentioned above, and were offset by the unrealised fair value loss on an available-for-sale investment of approximately HK\$15.0 million recognised in 2017 Q3.

* For identification purposes only

The information contained in this announcement is only based on the preliminary assessment by the management of the Company of the unaudited consolidated management accounts of the Group for 2017 Q3, and is not based on any figure or information which has been audited or reviewed by the Company's auditors. The Company is in the process of finalising the consolidated results of the Group for 2017 Q3. Details of the financial information and performance of the Group will be disclosed in the results announcement for 2017 Q3, which is expected to be published in mid-November 2017.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

On behalf of the Board
Finsoft Financial Investment Holdings Limited
Mr. Chan Wai Lung
Chairman

Hong Kong, 19 October 2017

As at the date of this announcement, the Board consists of Mr. Chan Wai Lung being an executive Director and the chairman of the Board, Ms. Lam Ching Yee and Ms. Lin Ting being the executive Directors, Mr. Fung Ka Lok Adams and Mr. Ng Wing Cheong Stephen being the non-executive Directors, and Mr. Lam Kai Yeung, Ms. Lee Kwun Ling, May Jean and Mr. Zhong Shi being the independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Company Announcements" page of the website of GEM of the Stock Exchange at www.hkgem.com for at least 7 days from the date of its publication and on the website of the Company at www.finsofthk.com.