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中 達 金 融 集 團 有 限 公 司

Central Wealth Financial Group Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 572)

VOLUNTARY ANNOUNCEMENT THE E-COMMERCE PLATFORM LICENSE AGREEMENT FOR MEMBERSHIP POINTS REDEMPTION ONLINE STORE

Reference is made to the announcement of the Company dated 13 September 2016 (the “**Announcement**”), regarding the development of an e-commerce platform (the “**E-Platform**”). Unless otherwise defined, capitalised terms used herein shall have the same meaning as defined in the Announcement.

The Board is pleased to announce that on 23 September 2016, Sky Faith International Investment Limited (“**Sky Faith**”), a direct wholly-owned subsidiary of the Company entered into a license agreement (the “**Agreement**”) with a licensee (the “**Licensee**”) in relation to the operation of the E-Platform as a membership points redemption online store (the “**Membership Points Redemption Online Store**”), which allows the users thereof to use their membership points to acquire goods and/or services on the E-Platform with the relevant merchants, suppliers, traders and/or service providers to be lined up by the Licensee. To the best knowledge, information and belief of the Directors having made all reasonable enquiry, the Licensee and its ultimate beneficial owner(s) are independent third parties not connected with the Group under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Pursuant to the Agreement, Sky Faith as the licensor granted to the Licensee an exclusive license (the “**License**”) to operate the Membership Points Redemption Online Store and the Licensee shall pay Sky Faith as licensor a monthly license fee (the “**License Fee**”) for the License. The License shall be valid and effective for an initial term of five years (unless terminated earlier in accordance with the terms of the Agreement) from the date of the Agreement. The License Fee is calculated with reference to the transaction volume of the Membership Points Redemption Online Store.

The Board is of the view that the Licensee is in possession with relevant marketing and technological experiences and expertise to operate the Membership Points Redemption Online Store and will be able to deliver the high quality online selling and purchasing experience to users to allow them to utilise the relevant membership points with the relevant merchants, suppliers, traders and/or service providers on the unified E-Platform on the Membership Points Online Store and the entering into of the Agreement will facilitate the implementation of the Group's business strategies as mentioned in the Announcement. It is contemplated that the Licensee will utilise its marketing and technological experiences and expertise to line up with relevant merchants, suppliers and/or service providers to provide membership points program to allow the users thereof to utilise relevant membership points to acquire goods and/or services from the relevant merchants, suppliers and/or service providers on the unified Membership Points Redemption Online Store. The Board is optimistic about the business prospects of the Membership Points Redemption Online Store.

As the development of the E-Platform and/or the Membership Points Redemption Online Store is still at an early phase, there is no assurance that the launch of the E-platform and/or the Membership Points Redemption Online Store will become profitable or will materialise at all. There is no assurance that the Group will be able to successfully implement its business strategies or attract customers/members to use the E-Platform and/or the Membership Points Redemption Online Store. Shareholders and potential investors of the Company are therefore advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Central Wealth Finance Group Limited
Siu Yun Fat
Chairman

Hong Kong, 23 September 2016

As at the date of this announcement, the Board comprises (i) six executive Directors, namely Mr. Siu Yun Fat, Mr. Liu Steven Qiang, Ms. Cheng So Sheung, Mr. Lau Fai Lawrence, Mr. Yang Yang and Mr. Yu Qingrui; and (ii) four independent non-executive Directors, namely Mr. Chan Yee Por, Simon, Mr. Cheng Yong Yau, Mr. Siu Siu Ling, Robert and Mr. Tam Tak Wah.