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Flying Financial Service Holdings Limited

匯聯金融服務控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8030)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules and Inside Information Provisions under Part XIVA of the SFO (Cap. 571, Laws of Hong Kong).

The Board wishes to inform the Shareholders and potential investors that, based on the information currently available to the Directors, it is anticipated that the Group's consolidated net profit for the year ended 31 December 2013 would decrease as compared to that for the year ended 31 December 2012.

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

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

Based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2013, the board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (“**Shareholders**”) of the Company and potential investors that, based on the information currently available to the Directors, it is anticipated that the Group's consolidated net profit for the year ended 31 December 2013 would decrease as compared to that for the year ended 31 December 2012. While the Board expects the revenue of the Group would increase for the year ended 31 December 2013 as compared to that for the year ended 31 December 2012, the Group's operating expenses are expected to increase significantly during the same year, which was attributable to, among others (i) the expenses and the related interest costs in connection

with the issuance of the corporate bonds denominated in Renminbi with an aggregate value of RMB100 million; (ii) the increase in staff costs including salaries and employee benefit expenses as a result of the increase of average number of staff in connection with the Group's expansion plan; (iii) the increase of rental expenses due to office expansion; (iv) the increase of marketing and advertising expenses; (v) the increase of legal and professional expenses; and (vi) the increase of other operating costs which was in line with the Group's business growth. The increase in operating expenses for the year ended 31 December 2013 was partly diminished by the absence of one-off listing expenses of approximately RMB7.2 million incurred for the year ended 31 December 2012.

The Company is still in the process of finalising its consolidated annual results of the Group for the year ended 31 December 2013. The information contained in this announcement is only a preliminary assessment by the management of the results of the Group and such information has neither been reviewed by the audit committee nor audited by the auditors of the Company, and is subject to adjustment. Finalised results of the Group for the year ended 31 December 2013 will be disclosed in the annual results announcement of the Group, which is expected to be announced in March 2014. Shareholders and potential investors are advised to read such results announcement carefully.

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

By order of the Board
Flying Financial Service Holdings Limited
Li Zhongyu
Chairman

Hong Kong, 27 January 2014

As at the date of this announcement, the executive Directors are Mr. Li Zhongyu (Chairman), Mr. Zheng Weijing (Vice-chairman) and Mr. Peng Zuohao (Chief Executive Officer); and the independent non-executive Directors are Mr. Vincent Cheng, Mr. Lu Quanzhang and Mr. Zhang Gongjun.

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 in this announcement misleading.

This announcement will remain on the "Latest Company Announcements" page of the GEM website at www.hkgem.com for a minimum period of seven days from the date of its publication and on the Company's website at www.flyingfinancial.hk.