



FOR IMMEDIATE RELEASE

CASH Proposes General Offer to Acquire CFSG

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**More Confident about CFSG's Future
Following Successful Transformation
Into Investment & Wealth Management Expert**

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Dedicated to Developing GBA Wealth Management Market

(Hong Kong, 30 June 2022) – CASH* (SEHK:1049) today proposed a pre-conditional voluntary general offer to acquire its associate, CASH Financial Services Group (“CFSG”, SEHK: 510).

CASH is currently controlling shareholder of CFSG, holding around 42.23% entire issued share capital. Subject to approval from CASH’s shareholders, CASH will offer HK\$0.42 per share for the remaining CFSG shares in issue. The share offer price represents a premium of approximately 25.37% over the last closing price of HK\$0.335 per CFSG share.

Mr Bankee Pak-hoo Kwan, Chairman of both companies, said: “We are confident of elevating CFSG to new horizons, building on the solid business foundation and tech-driven award-winning services of its trusted, well-established brand rooted in Hong Kong for more than 50 years.”

With a strategic vision to develop into a diversified investment and wealth management specialist, CFSG has established a solid foundation in the Greater Bay Area (GBA) – with offices in Shenzhen, Guangzhou and Dongguan supplementing long-established head offices in Hong Kong and Shanghai, the international financial centres of China.

Taking its first-mover advantage, CFSG is delivering fully-fledged wealth management products and services meeting ever-increasing cross-border demand of clients in the region. Services include corporate and private wealth management, asset management and insurance products, and family office, providing GBA clients with top-notch services to precisely satisfy their wealth management needs.



“The launch of two cross-border investment schemes and two-way opening-up of financial markets within the GBA signal staunch support from the Central Government for Hong Kong’s status as an international financial centre and global wealth management hub under the National 14th Five-Year Plan,” Mr Kwan added.

“Raising CASH’s stake in CFSG gives us more flexibility to manage the promising business, while optimising its management and capital resources to facilitate the implementation of our corporate development plan,” Mr Kwan remarked.

“We believe the cash offer price represents an opportunity for CFSG shareholders to realise their investment at a favourable valuation amid prevailing economic uncertainty driven by the persisting Covid-19 pandemic,” Mr Kwan concluded.

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**Celestial Asia Securities Holdings Limited and its subsidiaries*

About CASH

Celestial Asia Securities Holdings Limited ("CASH Group", SEHK: 1049) is a multi-faceted investment holding conglomerate focusing on enhancing client experience through technology and innovation. Headquartered in Hong Kong, we serve modern consumer needs in investment and wealth management, lifestyle and home improvement. All our businesses share a common mission that our customers' interests always come first. Our brands are synonymous with good customer service, great quality and fabulous value. Abide by the "People-Oriented" principle, CASH Group is committed to becoming a Total Caring Organisation to partner with our key stakeholders to work towards the sustainable development of our business, our employees, our environment and our society. CASH’s award-winning companies comprise Pricerite Group (Pricerite), CASH Financial Services Group (CFSG), CASH Algo Finance Group (CAFG), etc. For more information, please visit www.cash.com.hk.

About CASH Financial Services Group (CFSG)

Headquartered and listed in Hong Kong (SEHK: 510), CASH Financial Services Group ("CFSG") has been committed to improving financial stability and planning asset inheritance for clients for 50 years. Founded in 1972, CFSG has evolved with the times into a leading FinTech group providing a comprehensive, pioneering range of technology-led global wealth management services in Hong Kong and the Greater Bay Area. CFSG’s comprehensive range of state-of-the-art services includes investment and financial planning, corporate financial advisory, securities and futures brokerage, insurance, asset management, overseas property investment, immigration consultancy and estate planning. Upholding a respected, resilient corporate culture, we adhere to the philosophy of sustainable growth, integrity and innovation – serving various clients from corporations and financial institutions to independent investors with sincerity. For more information, please visit www.cfsg.com.hk.