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## **PF Group Holdings Limited**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8221)**

### **POSITIVE PROFIT ALERT**

This announcement is made by PF Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (“**GEM**”) of the Stock Exchange (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM 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 “**Director(s)**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on initial assessment of the Group’s unaudited combined management accounts for the nine months ended 31 December 2016 (the “**Period**”), it is expected that the combined profit attributable to equity holders of the Company for the Period may record a substantial increase as compared with that for the nine months ended 31 December 2015.

Subject to finalisation of the combined financial results of the Group for the Period, the Board considers that the substantial increase in the Group’s combined profit for the Period was mainly attributable to the increase in total revenue which was partially attributable to the better overall performance of the Group’s margin financing business, placing and underwriting business for the Period. As disclosed in the Company’s prospectus dated 12 December 2016, the increase in total revenue of the Group was also attributable to the Group’s asset management operations which have been restarted in July 2016 and the completion of a referral transaction for the acquisition of a controlling stake in a company listed on the Stock Exchange and the general offer on behalf of the acquirer during the Period in which the Group has generated total revenue of HK\$10.0 million.

The information contained in this announcement represents only a preliminary assessment by the Board based on information currently available including the unaudited combined management accounts of the Group for the Period, which have not been audited or reviewed by the Company’s auditors and have not been reviewed by the audit committee of the Company. As at the date of this announcement, the Company is in the process of finalising the combined financial results of the Group for the Period, and such results are subject to

necessary adjustments. The combined financial results of the Group for the Period are expected to be published on 13 February 2017. Shareholders and potential investors are advised to pay attention to such combined financial results of the Group when published.

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

By order of the Board  
**PF Group Holdings Limited**  
**Lo Tak Wing Benson**  
*Chairman and Executive Director*

Hong Kong, 2 February 2017

*As at the date of this announcement, the executive Directors are Mr. Lo Tak Wing Benson and Mr. Lo Shiu Wing Chester; the non-executive Director is Mr. Khoo Ken Wee; and the independent non-executive Directors are Mr. Ma Wai Hung Vincent, Mr. Mok Kwai Pui Bill and Mr. Ng Shu Bun Andrew.*

*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 GEM website at [www.hkgem.com](http://www.hkgem.com) for at least 7 days from the date of its posting and be posted on the website of the Company at [www.pfs.com.hk](http://www.pfs.com.hk).*