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**CELESTIAL ASIA SECURITIES
HOLDINGS LIMITED**

(incorporated in Bermuda with limited liability)
(Stock code: 1049)



**CASH FINANCIAL SERVICES
GROUP LIMITED**

(incorporated in Bermuda with limited liability)
(Stock code: 510)

EXERCISE OF THE PURCHASER CALL OPTION

The CASH Board and the CFSG Board announce that, on 12 October 2009, CGL (a wholly-owned subsidiary of CASH) has served a request notice, to request CFSG to exercise the Purchaser Call Option, to acquire from CGL the remaining 40% of the Equity Interest of the Retail Group at the consideration of HK\$124,136,000.

Reference is made to the joint announcements of Celestial Asia Securities Holdings Limited (“CASH”) and CASH Financial Services Group Limited (“CFSG” or “Purchaser”) dated 19 December 2008 and 21 May 2009 respectively (“Joint Announcements”) and circulars of CASH and CFSG both dated 26 May 2009 (“Circulars”) in relation to, among other things, the S&P Agreement for the sale and purchase of 100% of the Equity Interest, being equity shareholding interest in the Retail Group. Unless defined otherwise, terms defined in the Joint Announcements and the Circulars have the same meanings when used in this announcement.

The S&P Agreement and all the transactions contemplated thereunder were approved at the special general meetings of CASH and CFSG both held on 11 June 2009, and all the Conditions have been fulfilled. Completion of the sale and purchase of 60% of the Equity Interest at the consideration of HK\$186,204,000 took place on 6 July 2009, and the Purchaser Call Option in respect of option to acquire the remaining 40% of the Equity Interest, exercisable at the discretion of both CFSG or its nominee or CGL, at the consideration of HK\$124,136,000 during the period from 6 July 2009 to 31 December 2011 was issued by CGL to CFSG on the same day in accordance with the terms of the S&P Agreement.

EXERCISE OF THE PURCHASER CALL OPTION

The CASH Board and the CFSG Board announce that, on 12 October 2009, CGL (a wholly-owned subsidiary of CASH) has served a request notice, to request CFSG, to exercise the Purchaser Call Option, to acquire from CGL the remaining 40% of the Equity Interest at the consideration of HK\$124,136,000. Accordingly, completion of the acquisition of the remaining 40% of the Equity Interest took place on 12 October 2009, and the Convertible Note in the principal amount of HK\$124,136,000 was issued by CFSG to CGL as consideration for the acquisition.

Upon exercise of the Purchaser Call Option, the Retail Group now becomes a wholly-owned subsidiary of CFSG, and remains as a non-wholly-owned subsidiary of CASH via CFSG.

By Order of the CASH Board
Suzanne W S Luke
Company Secretary

By Order of the CFSG Board
Suzanne W S Luke
Company Secretary

Hong Kong, 12 October 2009

As at the date hereof, the CASH Board comprises:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Law Ping Wah Bernard

Independent non-executive directors:

Mr Leung Ka Kui Johnny
Mr Wong Chuk Yan
Dr Chan Hak Sin

As at the date hereof, the CFSG Board comprises:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Chan Chi Ming Benson
Mr Law Ping Wah Bernard
Mr Cheng Man Pan Ben
Mr Yuen Pak Lau Raymond

Independent non-executive directors:

Mr Cheng Shu Shing Raymond
Mr Lo Kwok Hung John
Mr Lo Ming Chi Charles