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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)

JOINT ANNOUNCEMENT

**ELECTION OF MEANS OF RECEIPT AND LANGUAGE
OF CORPORATE COMMUNICATION**

CASH and CFSG are, in accordance with Rules 2.07A and 2.07B of the Listing Rules, their respective bye-laws and under all applicable laws, making arrangements to ascertain the wishes of their respective Shareholders in relation to the election of means of receipt and language of future Corporate Communication.

INTRODUCTION

In support of environmental protection and for the purpose of saving printing and mailing costs, CASH and CFSG are making the following arrangements to seek their respective Shareholders' election in relation to the choice of means of receipt (by electronic means or in printed form) and language (in English only, in Chinese only or in both English and Chinese) of future Corporate Communication.

CASH and CFSG recommend the Shareholders to take advantage of the Website Version (as defined below) in respect of future Corporate Communication. Shareholders shall have the right at any time by reasonable prior notice in writing or sending an email notice to the Share Registrar via the respective email of CASH at cash1049@cash.com.hk and CFSG at cfs510@cash.com.hk to change their choice of means of receipt and/or language of Corporate Communication.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, their respective bye-laws and under all applicable laws, CASH and CFSG are making the following arrangements:

1. A letter dated 16 October 2009 (“First Letter”) is sent by the Companies together with a pre-paid reply slip (applicable for posting within Hong Kong only) (“Reply Slip”), in both English and Chinese, to their respective Shareholders to enable them to elect any one of the following options:
 - (i) to read future Corporate Communication published on the respective website of CASH at *www.cash.com.hk* and CFSG at *www.cfsg.com.hk* (“Website Version”) in place of receiving printed copies, and receive a printed notification letter of the publication of the Corporate Communication on the respective website of the Companies; or
 - (ii) to receive the printed English version of all future Corporate Communication only; or
 - (iii) to receive the printed Chinese version of all future Corporate Communication only; or
 - (iv) to receive both the printed English and Chinese versions of all future Corporate Communication.

If the Reply Slip is returned by post from outside Hong Kong, the Shareholders must affix the appropriate stamp. **If the Companies do not receive the Reply Slip or receive response indicating objection from the Shareholders by 13 November 2009 and until the Shareholders inform the Share Registrar by reasonable prior notice in writing or sending an email notice to the Share Registrar via the respective email of CASH at *cash1049@cash.com.hk* and CFSG at *cfsg510@cash.com.hk*, the Shareholders will be deemed to have consented to receiving the Website Version for all future Corporate Communication in place of printed form, and a printed notification letter of the publication of the Corporate Communication on the respective website of the Companies will be sent to such Shareholders in the future.**

2. With respect to the Shareholders who choose to receive the Corporate Communication in printed form, the Companies will send the selected language version(s) of the Corporate Communication to those Shareholders who have made selection unless and until they notify the Share Registrar by reasonable prior notice in writing or sending an email notice to the Share Registrar via the respective email of CASH at *cash1049@cash.com.hk* and CFSG at *cfsg510@cash.com.hk* that they wish to receive the Corporate Communication in the other (or both) language(s), or by electronic means (i.e. the Website Version).

3. When each of the printed Corporate Communication is sent out in accordance with the arrangements described above, a letter (“Second Letter”), together with a pre-paid request slip (applicable for posting within Hong Kong only) (“Request Slip”), in both English and Chinese, will be attached to or printed at some prominent place in the relevant Corporate Communication, specifying that the Corporate Communication prepared in the other language will be available upon request, and that the Shareholders may at any time by reasonable prior notice in writing or sending an email notice to the Share Registrar via the respective email of CASH at *cash1049@cash.com.hk* and CFSG at *cfsg510@cash.com.hk* to change their choice of means of receipt and/or language of the Corporate Communication. If the Request Slip is returned by post from outside Hong Kong, the Shareholders must affix the appropriate stamp.
4. All future Corporate Communication in both English and Chinese languages and in accessible format will be available on the respective website of the Companies at *www.cash.com.hk* and *www.cfsg.com.hk* and an electronic copy of all such Corporate Communication in both languages will be submitted to the Stock Exchange pursuant to the Listing Rules.
5. CASH and CFSG are providing a dial-up hotline service at Tel: (852) 2980-1333 during business hours from 9:00 am to 6:00 pm, Monday to Friday, excluding public holidays to enable the Shareholders to make enquiry of the proposed arrangements set out above.
6. The First Letter and Second Letter will mention that both languages of each of the Corporate Communication will be available on the respective website of the Companies and that the dial-up hotline service has been provided.

DEFINITIONS

“CASH”	Celestial Asia Securities Holdings Limited (stock code 1049), a company incorporated in Bermuda with limited liability and which securities are listed on the main board of the Stock Exchange
“CFSG”	CASH Financial Services Group Limited (stock code: 510), a company incorporated in Bermuda with limited liability and which securities are listed on the main board of the Stock Exchange
“Companies”	CASH and CFSG
“Corporate Communication”	any document issued or to be issued by CASH or CFSG (as the case maybe) for the information or action of their respective Shareholders as defined in Rule 1.01 of the Listing Rules
“Listing Rules”	Rules Governing the Listing of Securities on the Stock Exchange
“Share Registrar”	Tricor Standard Limited at 26/F Tesbury Centre, 28 Queen’s Road East, Hong Kong, being the branch share registrars of both CASH and CFSG

“Shareholders” the holders of shares of CASH or CFSG (as the case maybe)

“Stock Exchange” The Stock Exchange of Hong Kong Limited

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, 16 October 2009

As at the date hereof, the directors of CASH are:-

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 directors of CFSG are:-

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