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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

This announcement is made by CASH and CFSG jointly pursuant to Rule 13.09(1) of the Listing Rules.

Reference is made to the joint announcement of CASH and CFSG dated 19 July 2010 in relation to the price sensitive information regarding the Possible Transaction with the Potential Purchaser.

The Boards further announce that if the Possible Transaction materializes and the Potential Purchaser acquires 30% or more of the voting rights of CFSG, it will lead to a mandatory general offer in CFSG being made by the Potential Purchaser under the Takeovers Code.

As the terms of the Possible Transaction are still under negotiation and no legally binding formal agreement has been entered into by CASH and CFSG as at the date of this announcement, the Possible Transaction may or may not proceed. **Shareholders of CASH and CFSG and potential investors are advised to exercise caution when dealing in the shares of CASH and CFSG.**

This announcement is made by Celestial Asia Securities Holdings Limited (“CASH”) and CASH Financial Services Group Limited (“CFSG”, a 48.32%-owned subsidiary of CASH) jointly pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“Listing Rules”).

Reference is made to the joint announcement of CASH and CFSG dated 19 July 2010 in relation to the price sensitive information regarding the possible disposal of financial service business of CFSG and/or existing shares held by CASH in CFSG to an independent third party (“Potential Purchaser”) (“Possible Transaction”).

The boards of directors of CASH and CFSG (“Boards”) further announce that if the Possible Transaction materializes and the Potential Purchaser acquires 30% or more of the voting rights of CFSG, it will lead to a mandatory general offer in CFSG being made by the Potential Purchaser under The Code on Takeovers and Mergers (“Takeovers Code”).

As at the date of this announcement, the controlling shareholder of CASH is Cash Guardian Limited, a company controlled by Mr Kwan Pak Hoo Bankee (the Chairman of CASH and CFSG). Cash Guardian Limited and its parties acting in concert with it are currently holding 34.17% of the issued share capital of CASH.

As the terms of the Possible Transaction are still under negotiation and no legally binding formal agreement has been entered into by CASH and CFSG as at the date of this announcement, the Possible Transaction may or may not proceed. **Shareholders of CASH and CFSG and potential investors are advised to exercise caution when dealing in the shares of CASH and CFSG.**

Securities in CFSG

As at the date of this announcement, CFSG has the following securities in issue:-

- (i) a total of 617,108,107 ordinary shares of HK\$0.10 each in the share capital of CFSG; and
- (ii) a total of 73,966,000 share options with rights to subscribe for a total of 73,966,000 ordinary shares of HK\$0.10 each in CFSG.

Save as disclosed above, CFSG has no other relevant securities (as defined in Note 4 to Rule 22 of the Takeovers Code) as at the date of this announcement.

Dealing disclosure

The associates of CFSG are reminded to disclose their dealings in the securities of CFSG under Rule 22 of the Takeovers Code.

Stockbrokers, banks and others who deal in relevant securities of CFSG on behalf of clients have a general duty to ensure, so far as they are able, that those clients are aware of the disclosure obligations attaching to associates and other persons under Rule 22 of the Takeovers Code and that those clients are willing to comply with them. Principal traders and dealers who deal directly with investors should, in appropriate cases, likewise draw attention to the relevant rules of the Takeovers Code. However, this does not apply when the total value of dealings (excluding stamp duty and commission) in any relevant security undertaken for a client during any 7 day period is less than HK\$1 million.

This dispensation does not alter the obligation of principals, associates and other persons themselves to initiate disclosure of their own dealings, whatever total value is involved.

Intermediaries are expected to co-operate with the Executive (as defined in the Takeovers Code) in its dealings enquiries. Therefore, those who deal in relevant securities should appreciate that stockbrokers and other intermediaries will supply the Executive (as defined in the Takeovers Code) with relevant information as to those dealings, including identities of clients, as part of that co-operation.

By order of the board of CASH
Suzanne W S Luke
Company Secretary

By order of the board of CFSG
Suzanne W S Luke
Company Secretary

Hong Kong, 20 July 2010

This directors of CASH and CFSG jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

As at the date hereof, the board of directors of CASH comprises:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Law Ping Wah Bernard
Mr Ng Kung Chit Raymond

Independent non-executive directors:

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

As at the date hereof, the board of directors of CFSG 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