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

TERMINATION OF

PLACING OF NEW SHARES



CASH Financial Services Group Limited

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

TERMINATION OF

CONNECTED TRANSACTION - ACTING AS PLACING AGENT

This joint announcement is made pursuant to Rule 13.09 of the Listing Rules.

Termination of the Placing

The CASH Board and the CFSG Board announce that, in view of the recent stock market conditions, CASH and the Placing Agent (a wholly-owned subsidiary of CFSG) have agreed to terminate the Placing and entered into a termination agreement to terminate the Placing Agreement on 28 December 2010.

The CASH Board considers that the termination of the Placing Agreement will not have any material adverse impact on the existing business and financial position of CASH. The financial position of CASH remains healthy and solid, and that CASH Group is well-positioned to capitalize on any potential opportunities that may arise.

This joint announcement is made pursuant to Rule 13.09 of the Listing Rules.

Termination of the Placing

Reference is made to the joint announcement of Celestial Asia Securities Holdings Limited ("CASH") and CASH Financial Services Group Limited ("CFSG") dated 15 December 2010 in relation to the placing of 160,000,000 new shares at HK\$0.77 per share in the capital of CASH and the connected transaction for CFSG in respect of acting as the placing agent for CASH on a best effort basis ("Joint Announcement"). Capitalised terms used in this announcement shall have the same meaning as defined in the Joint Announcement unless the context requires otherwise.

In view of the recent stock market conditions, CASH and the Placing Agent (a wholly-owned subsidiary of CFSG) have agreed to terminate the Placing and entered into a termination agreement to terminate the Placing Agreement on 28 December 2010 ("Termination Agreement"). Pursuant to the Termination Agreement, the Placing Agent shall be released from all obligations under the Placing Agreement and neither CASH nor the Placing Agent shall have any claim against the other in respect of the Placing.

The CASH Board considers that the termination of the Placing Agreement will not have any material adverse impact on the existing business and financial position of CASH. The financial position of CASH remains healthy and solid, and that CASH Group is well-positioned to capitalize on any potential opportunities that may arise.

On behalf of the CASH Board **Bankee P Kwan** *Chairman & CEO*

On behalf of the CFSG Board **Benson Chan**CEO

Hong Kong, 28 December 2010

Mr Yuen Pak Lau Raymond

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

Executive directors: Independent non-executive directors:

Mr Kwan Pak Hoo Bankee Mr Leung Ka Kui Johnny Mr Law Ping Wah Bernard Mr Wong Chuk Yan Mr Ng Kung Chit Raymond Dr Chan Hak Sin

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

Executive directors: Independent non-executive directors:

Mr Kwan Pak Hoo Bankee Mr Cheng Shu Shing Raymond Mr Chan Chi Ming Benson Mr Lo Kwok Hung John Mr Law Ping Wah Bernard Mr Lo Ming Chi Charles Mr Cheng Man Pan Ben