

FOR IMMEDIATE RELEASE

CASH Appoints Deputy CEO

(Hong Kong, 4 October 2013) – The CASH Group* [SEHK:1049] today announced the appointment of Mr. Sammy Tsui as an Executive Director and Deputy Chief Executive Officer with effect from 7 October 2013. Mr. Sammy Tsui will oversee the corporate development and management of CASH Group.

Mr. Tsui is a seasoned marketing and management professional. Before joining the Group, Mr. Tsui was an executive director and chief executive officer of China Outdoor Media Group (SEHK: 254). He is the founder of the Taobao Tianxia Weekly Magazine in Hong Kong and an online automobile trading platform. He had been the group chief executive officer of BMA Investment Limited, chief operating officer of Sing Tao Magazines Group, chief executive officer of Sing Tao Publishing Group and publisher of South China Media.

Mr. Bankee Pak-hoo Kwan, Chairman and CEO of CASH commented, “Having strong business acumen and market sense, Sammy is known for his creativity and vision in creating demand. With Sammy’s strong sales and marketing knowledge and experience, I am sure he will escalate the CASH Group to a new frontier.”

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**Celestial Asia Securities Holdings Limited and its subsidiaries*

About CASH

CASH Group (the holding company Celestial Asia Securities Holdings Limited “CASH”; SEHK: 1049) is a multi-faceted service conglomerate in China. We address modern consumer needs in investment and wealth management, home improvement, lifestyle, personal enjoyment and mobile internet services. All our businesses share a common mission that our customers’ interests always come first. Our brands are synonymous with good customer service, great quality and fabulous value. Abide by the “People-Oriented” principle, CASH Group is committed to becoming a Total Caring Organisation to partner with our key stakeholders to work towards the sustainable development of our business, our employees, our environment and our society. CASH companies comprise CASH Financial Services Group, CASH Retail Management Group, Pricerite and Net2Gather. Additional information is available at www.cash.com.hk.