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CASH FINANCIAL SERVICES GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 510)

17 April 2014

Dear Shareholder(s),

Letter to new shareholders – Election of Means of Receipt and Language of Corporate Communication

In accordance with Rules 2.07A and 2.07B of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, the bye-laws of CASH Financial Services Group Limited (“Company”) and under all applicable laws, the Company is making available the following options for you to elect for receipt of future Corporate Communication (*see note below*):–

- (i) to read future Corporate Communication published on the Company’s website at *www.cashon-line.com* (“Website Version”) in place of receiving printed copies, and receive a printed notification letter of the publication of the Corporate Communication on the Company’s website; 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.

In support of environmental protection and for the purpose of saving printing and mailing costs, the Company recommends you to select the Website Version. To make your election, please tick the appropriate box on the enclosed reply slip (“Reply Slip”) and sign and return it to the Company’s branch share registrar, Tricor Standard Limited (“Share Registrar”) of Level 22, Hopewell Centre, 183 Queen’s Road East, Hong Kong, on or before 20 May 2014 (“Relevant Date”) using the enclosed pre-paid envelope (no postage is needed if posted within Hong Kong). If your registered address is outside Hong Kong, please affix an appropriate stamp.

If the Company does not receive the signed and properly completed Reply Slip or receive a response indicating an objection from you by the Relevant Date and until you inform the Share Registrar by reasonable prior notice in writing or sending a notice by email to *cfsg510@cash.com.hk* according to the relevant laws and regulations, you will be deemed to have consented to receiving Website Version and a notification letter of the publication of the Corporate Communication on the Company’s website will be sent to you in the future.

If you intend to select the Website Version, please provide us with your email address and we will send you an email notification of the publication of Corporate Communication on the Company’s website on the same day that each Corporate Communication is sent to the shareholders of the Company. If no email address is provided, we will send a notification letter of the publication of Corporate Communication on the Company’s website to you by post.

You have the right at any time by reasonable notice in writing to the Share Registrar to change the choice of means of receipt and language of the Corporate Communication. You may also send such a notice by email to *cfsg510@cash.com.hk*. Even if you have chosen (or are deemed to have consented) to receive Website Version but for any reason have difficulty in receiving or gaining access to the Corporate Communication, the Company will upon your request send the Corporate Communication to you in printed form free of charge as soon as possible.

Please note that the English and Chinese versions of all future Corporate Communication will be available on the Company’s website at *www.cashon-line.com* and the website of The Stock Exchange of Hong Kong Limited at *www.hkexnews.hk*.

Should you have any query in relation to this letter, please call the Company’s dial-up hotline at Tel: (852) 2980-1333 during business hours from 9:00 am to 6:00 pm, Monday to Friday, excluding public holidays.

Yours faithfully,
For and on behalf of
CASH Financial Services Group Limited
Suzanne W S Luke
Company Secretary

Encl.

Note: Corporate Communication includes any document issued or to be issued by the Company for the information or action of the shareholders, including but not limited to, (a) the directors’ report, its annual accounts together with a copy of the auditor’s report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

Please complete, sign and return this reply slip to
CASH Financial Services Group Limited's ("Company") branch Share Registrar,
Tricor Standard Limited, using the pre-paid envelope or
by email at "cfs510@cash.com.hk".

請填妥及簽署下列回條，
並以已預付郵費的回郵信封寄回時富金融服務集團有限公司（「本公司」）
股份登記及過戶分處卓佳標準有限公司，
或以電郵發送至「cfs510@cash.com.hk」。

Reply Slip 回條

To: CASH Financial Services Group Limited ("Company")
c/o Tricor Standard Limited ("Share Registrar")
Level 22, Hopewell Centre
183 Queen's Road East
Hong Kong
(Fax No: 2861-1465)

致: 時富金融服務集團有限公司（「本公司」）
經卓佳標準有限公司（「股份登記及過戶處」）
香港皇后大道東183號
合和中心22樓
（傳真號碼：2861-1465）

I/We would like to receive the Corporate Communication^(Note 1) of the Company in the manner as indicated below:
本人/吾等欲以下列方式收取 貴公司之公司通訊^(附註1)：

Please tick only ONE box of the following options
請僅在下列其中一個空格內劃上「✓」號：

- (a) to read the **Website Version** of all future Corporate Communication published on the Company's website in place of receiving printed copies and to receive **email notification** to my/our email address at _____^(Note 4) of the publication of the Corporate Communication on the Company's website; OR
瀏覽日後在公司網頁登載之所有公司通訊網上版本，以代替收取印刷本，並收取有關公司通訊已登載於本公司網頁之電郵通知，本人/吾等之電郵地址為_____^(附註4)；或
- (b) to receive the **printed English version** of all future Corporate Communication ONLY; OR
僅收取所有日後公司通訊之英文印刷本；或
- (c) to receive the **printed Chinese version** of all future Corporate Communication ONLY; OR
僅收取所有日後公司通訊之中文印刷本；或
- (d) to receive both the **printed English and Chinese versions** of all future Corporate Communication.
同時收取所有日後公司通訊之英文及中文印刷本。

Name of shareholder
股東姓名：_____

Signature
簽名：_____

Contact telephone number
聯絡電話：_____

Date
日期：_____

Notes:
附註：

- Corporate Communication includes any document issued or to be issued by the Company for the information or action of the shareholders, including but not limited to, (a) the directors' report, its annual accounts together with a copy of the auditor's report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
公司通訊指本公司已發出或將予發出以供股東參照或採取行動的任何文件，其中包括但不限於：(a)董事會報告、年度賬目連同核數師報告及財務摘要報告（如適用）；(b)中期報告及中期摘要報告（如適用）；(c)會議通告；(d)上市文件；(e)通函；及(f)代表委任表格。
- If the Company does not receive this Reply Slip or receive a response indicating an objection from you by 20 May 2014, you will be deemed to have consented to receiving Website Version of all future Corporate Communication, all future Corporate Communication will be sent out in the manner specified in the Company's letter dated 17 April 2014 and we will send you a printed notification letter of the publication of the Corporate Communication on the Company's website in the future.
倘若本公司於二零一四年五月二十日仍未收到閣下的回條或表示反對的回覆，閣下將被視為已同意收取所有日後公司通訊之網上版本，而本公司將按二零一四年四月十七日之本公司函件內所述之方式向閣下寄發公司通訊已在公司網頁登載之通知信函印刷本。
- Shareholders are entitled to change the choice of means of receipt and language of the Company's Corporate Communication at any time by reasonable prior notice in writing or sending a notice by email to cfs510@cash.com.hk to the Share Registrar.
股東有權隨時預先給予股份登記及過戶處合理時間的書面通知，或以電郵發送至cfs510@cash.com.hk作出以上通知，以更改收取公司通訊之方式及語言版本。
- If you do not provide your email address, we will send a notification letter of the publication of Corporate Communication on the Company's website to you by post.
若閣下並無提供電郵地址，本公司將會以郵寄方式向閣下發出公司通訊已在本公司網頁登載之通知信函。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Reply Slip in order to be valid.
如屬聯名股東，則本回條須由該名於本公司股東名冊上就聯名持有股份其姓名位列首位的股東簽署，方為有效。
- For the avoidance of doubt, we do not accept any special instructions written on this Reply Slip.
為免存疑，任何在本回條上的額外手寫指示，本公司將不予處理。