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CASH FINANCIAL SERVICES GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 510)

APPOINTMENT OF DEPUTY CHIEF EXECUTIVE OFFICER

The board of directors (“Board”) of CASH Financial Services Group Limited (“Company”, together with its subsidiaries “Group”) is pleased to announce that Ms Cheng Pui Lai Majone (“Ms Cheng”), currently an executive director and chief operating officer of the Company, has been promoted to deputy chief executive officer of the Company with effect from 6 January 2014. She will assist the chief executive officer of the Company in the overall corporate development and management of the Group.

Ms Cheng, aged 41, joined the Group in March 1998. She has been appointed as an executive director of the Company since 1 June 2011. She will remain as an executive director of the Company and her current role of chief operating officer of the Company will be replaced by a senior management of the Company with effect from 6 January 2014. Ms Cheng has extensive experience in the financial services industry.

Ms Cheng graduated from The University of London, United Kingdom with a Master degree of Science in Financial Management and from The University of Hong Kong with a Bachelor degree in Economics.

Ms Cheng has not held any other directorships in listed public companies during the three years preceding the date of this announcement.

Ms Cheng has entered into a service contract with the Company for a term of two years since the commencement of her directorship on 1 June 2011 and will continue thereafter until terminated by three months’ notice in writing served by either party on the other. Ms Cheng is subject to the retirement by rotation and re-election pursuant to the bye-laws of the Company. Ms Cheng is entitled to a monthly salary of HK\$70,000, plus year end discretionary bonus which will depend on her working performance, as specified in her service contract with the Company. The salary is determined by reference to her duties and responsibilities with the Company and the prevailing market rate of similar position.

Ms Cheng has no relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company.

Within the meaning of Part XV of the Securities and Futures Ordinance, Ms Cheng has personal interest of options with right to subscribe for 39,000,000 shares at an exercise price of HK\$0.0930 in the Company.

Save for disclosed above, the Board is not aware of any other matters in relation to the appointment of Ms Cheng that need to be brought to the attention of the shareholders of the Company or any information that should be disclosed pursuant to any of the requirements of Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would like to congratulate Ms Cheng on her new appointment.

On behalf of the Board
Bankee P. Kwan
Chairman

Hong Kong, 6 January 2014

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

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Chan Chi Ming Benson
Mr Law Ping Wah Bernard
Ms Cheng Pui Lai Majone

Independent non-executive directors:

Mr Cheng Shu Shing Raymond
Mr Lo Kwok Hung John
Mr Lo Ming Chi Charles