

FOR IMMEDIATE RELEASE

CASH Sees a Turnaround as Net Profit Leaps

(Hong Kong, 29 August 2014) – The CASH Group* [SEHK:1049] today announces its 2014 unaudited interim results for the six months ended 30 June 2014 (the “period”). During the period, the Group recorded a turnaround net profit of HK\$75.6 million as compared to a net loss of HK\$45.9 million for the same period last year.

During the first six months of 2014, the Hong Kong stock market was sluggish with the average daily turnover decreased by 7.8%, along with the subdued investment sentiment amidst the unfavourable global political and economic environment. Looking forward, the Shanghai-Hong Kong Stock Connect Scheme is expected to give the market an impetus. Together with the strong growth in the fund raising market during the year, the financial market should see a significant boost in performance for the rest of 2014. The Group will continue to transform CASH Financial Services Group (CFSG), the financial services arm of the Group, from a retail-oriented brokerage into a technology-focused financial services specialist.

For the retail management business of the CASH Group, despite the suppressed residential property market, Pricerite remained committed in providing smart home solutions for the small apartments to optimize their living space. New services as the specialised Tailor-Made Furniture Centres, innovative products as HiddenBed, were introduced with stores revamped to better showcase these initiatives. In all, these “Living Smart” ideas were well received by the market. The Group will dedicate more resources to develop this “Living Smart” model so as to cater for the development trend of local Hong Kong residential market.

Mr. Bankee Pak-hoo Kwan, Chairman and CEO of the CASH Group commented, “We are cautiously optimistic towards the rest of 2014. We will take a cost-leadership approach to developing our businesses while remain persistent in transforming ourselves for the new era.”

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**Celestial Asia Securities Holdings Limited and its subsidiaries*

Attachment: Condensed Consolidated Statement of profit or loss and other Comprehensive Income

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.

**CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER
COMPREHENSIVE INCOME**

The unaudited consolidated results of the Group for the six months ended 30 June 2014, together with the comparative figures for the last corresponding period, are as follows:

	Unaudited	
	Six months ended 30 June	
	2014	2013
	HK\$'000	HK\$'000
Revenue	637,348	654,047
Other income	7,451	6,359
Cost of inventories and services	(315,399)	(323,397)
Net gains on investments held for trading	30,108	39,975
Salaries, allowances and commission	(146,995)	(156,753)
Other operating, administrative and selling expenses	(212,421)	(224,626)
Depreciation of property and equipment	(15,577)	(26,233)
Amortisation of intangible assets	-	(2,878)
Finance costs	(11,771)	(9,339)
Fair value change on investment properties	34,974	-
Gain of disposal of property	18,002	-
Share of results of an associate	60,463	(1,700)
Profit (loss) before taxation	86,183	(44,545)
Income tax expense	(10,604)	(1,383)
Profit (loss) for the period	75,579	(45,928)
Other comprehensive (expense) income for the period, net of income tax		
Exchange difference on translation of foreign operations	(1,496)	2,328
Total other comprehensive (expense) income for the period	(1,496)	2,328
Total comprehensive income (expense) for the period	74,083	(43,600)

	Unaudited	
	Six months ended 30 June	
	2014	2013
	<i>HK\$'000</i>	<i>HK\$'000</i>
Profit (loss) for the period attributable to:		
Owners of the Company	19,786	(32,732)
Non-controlling interests	55,793	(13,196)
	75,579	(45,928)
Total comprehensive income (expense) for the period attributable to:		
Owners of the Company	19,680	(31,397)
Non-controlling interests	54,403	(12,203)
	74,083	(43,600)
Profit (loss) per share		
- Basic and diluted (HK cents)	3.6	(9.3)

