

**FOR IMMEDIATE RELEASE**

## **CASH Appoints COO**

(Hong Kong, 23 August 2016) – The CASH Group\* [SEHK:1049] today announced the appointment of Ms. Elaine Lai Ling Kwok as an Executive Director and Chief Operating Officer of the Group. Ms. Kwok will oversee the Group’s operations management and control and the newly established internal audit department.

Mr. Bankee Pak-hoo Kwan, Chairman and CEO of CASH said, “Elaine will not only be instrumental in steering internal audit processes, she will also bring her extensive experience in operational management, planning and control, compliance and risk management in the retail and financial sectors to the Group. Her addition will undoubtedly enhance our operational capabilities and help drive forward our aggressive expansion plans amid the challenging business context of the current global economic slowdown.”

Ms. Kwok graduated from the Hong Kong Polytechnic University with a Bachelor of Arts Degree (Hons) in Accountancy. She is a fellow member of The Association of Chartered Certified Accountants and a member of The Hong Kong Institute of Certified Public Accountants. She is also a Chartered Professional Accountant of British Columbia.

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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 Algo Finance Group, CASH Retail Management Group, Pricerite Group and Net2Gather. Additional information is available at [www.cash.com.hk](http://www.cash.com.hk).