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BRIGHT SMART SECURITIES & COMMODITIES GROUP LIMITED

耀才證券金融集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1428)

POSITIVE PROFIT ALERT

This announcement is made by Bright Smart Securities & Commodities Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**” and each a “**Director**”) of the Company is pleased to inform the shareholders of the Company (the “**Shareholders**”) and its potential investors that based on the preliminary assessment of the latest unaudited consolidated management accounts of the Group for the three quarters from 1 April 2017 to 31 December 2017 (the “**Period**”), the unaudited total comprehensive income (after tax) for the Period was approximately HK\$354 million, representing a significant increase of approximately 80.61% from approximately HK\$196 million as recorded for the corresponding period of 2016.

The aforesaid growth in income was mainly attributed to the brisk trading stock market and drastic increment in the total market turnover, which in turn boosted the Group’s securities brokerage income and interest earned from margin financing services. Furthermore, the Group always adopts a proactive business development strategy, invests heavily into the Group’s trading system to enhance its speed and to develop dual-password authentication. Meanwhile, the Group actively expands its branch network, number of branches (including the headquarters) has now reached twenty-two. Throughout the Period, the Group organised a series of large-scale recruitment seminars recruiting talents to reinforce its competitiveness.

In addition, the Group has introduced various products and strategies to stay abreast of the market; new clients with statements from other banks or securities firms can enjoy discount up to 20% off in both regular brokerage fee and margin interest rate, and this is well received in the market. Over the years, the Group has upheld “Best Value of Money” as its selling proposition. The Group also strives to provide its clients with the best services by adherence to the Group’s core values of “Integrity, Sincerity, Fairness, Conscience and Customer Centric”, as a result clients recognise the brand, helping the Group to capture significant market share. This remarkable achievement would not be possible without the collaboration of the employees; the Group seizing market opportunity and earning clients’ support by a consistent low pricing strategy.

Besides, thanks to the Group's extensive branch network, diversified products, excellent client services, all-rounded marketing promotion strategy and renowned reputation, the Group's clientele and market share have steadily been on the upward trend. As at 31 December 2017, the total number of the Group's client accounts has already been over 234.8 thousands, whereas the total value of client assets has surged to approximately HK\$55.47 billion.

Information contained in this announcement is only a preliminary assessment made by the Board with reference to the latest unaudited consolidated management accounts of the Group and the information currently available, which has not been reviewed by the auditors and the audit committee of the Company.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Bright Smart Securities & Commodities Group Limited
Hui Yik Bun
Executive Director and Chief Executive Officer

Hong Kong, 8 January 2018

As at the date of this announcement, the Board comprises Messrs. Yip Mow Lum (Chairman), Hui Yik Bun (Chief Executive Officer), Chan Wing Shing, Wilson, Yu Yun Kong, Szeto Wai Sun* and Ling Kwok Fai, Joseph*.*

** Independent Non-executive Directors*