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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)

(the “Company”, Stock Code: 1428)

POSITIVE PROFIT ALERT ANNOUNCEMENT

This announcement is made by the Company pursuant to the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance and Rule 13.09 of the Listing Rules.

The Board is pleased to inform the Shareholders and potential investors that the unaudited consolidated net profit of the Group during the six months ended 30 September 2014 was approximately HK\$92.0 million, representing a significant increase of approximately 27% when compared with the same period last year, of which the consolidated net profit was HK\$72.4 million.

The information contained in this announcement is only based on a preliminary assessment of the unaudited management accounts of the Group during the six months ended 30 September 2014. Such accounts have not been confirmed by the Company’s auditors or the audit committee of the Board.

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

This announcement is made by the Company pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited) (the “**Listing Rules**”) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board of directors (the “**Board**”) of the Company (together with its subsidiaries (the “**Group**”)) is pleased to inform its shareholders (the “**Shareholders**”) and potential investors that the unaudited consolidated net profit of the Group during the six months ended 30 September 2014 was approximately HK\$92.0 million, representing a significant increase of approximately 27% when compared with the same period last year, of which the consolidated net profit was HK\$72.4 million.

The Group's remarkable performance during the six months ended 30 September 2014 is mainly attributable to the significant increase in interest income from margin financing. The Group's well established branch network, numerous varieties of investment products, extensive marketing promotion strategy as well as its good reputation had contributed to the solid growth of its clientele and market share.

The information contained in this announcement is only an assessment made by the management of the Company relying on the unaudited management accounts for the six months ended 30 September 2014 available to the Board, and such information has not been audited or reviewed by the Company's independent auditor or the audit committee of the Board. Shareholders and potential investors are advised to refer to the details in the interim results announcement of the Company for the six months ended 30 September 2014, which is to be released not later than 30 November 2014.

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

By Order of the Board
Bright Smart Securities & Commodities Group Limited
Chan Kai Fung
Executive Director and Chief Executive Officer

Hong Kong, 6 October 2014

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

** Independent Non-executive Directors*