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CHINA FINANCIAL INTERNATIONAL INVESTMENTS LIMITED

中國金融國際投資有限公司

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 721)

APPOINTMENT OF DIRECTOR AND CHIEF EXECUTIVE OFFICER

<p>The Board is pleased to announce that Mr. Liu has been appointed as executive Director and chief executive officer of the Company with effect from 8 February 2011.</p>
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The board (the “**Board**”) of directors (the “**Director(s)**”) of China Financial International Investments Limited (the “**Company**”) is pleased to announce that Mr. Liu Baorui (“**Mr. Liu**”) has been appointed as executive Director and chief executive officer of the Company with effect from 8 February 2011.

Mr. Liu, aged 53, had been working in Shenzhen Development Bank (深圳發展銀行#) (the “**Bank**”) from 1998 to December 2010. Mr. Liu was the vice president of the Bank when he left the Bank in 2010. Mr. Liu also held the position of executive director of the Bank from December 2007 to May 2010. During his time in the Bank, Mr. Liu had been in charge of the corporate banking and retail banking business over long period of time. Mr. Liu was also in charge of merchant banking business and responsible for the provision of services, including but not limited to the investment, asset management, financial consultation, corporate capital re-organization (such as introducing the strategic investors or financial investors) and initial public offering for medium and large corporations in the People’s Republic of China (the “**PRC**”).

During his services in the Bank, Mr. Liu also supervised and managed the finance management department. With the leadership of Mr. Liu, the Bank created its own investment products under the brand-name of “SDB Wealth Management” which managed the client’s asset value of approximately RMB70,000,000,000.

Before joining the Bank, Mr. Liu has been working with the People's Bank of China and the Agricultural Bank of China. Mr. Liu is also a board member and expert committee member of Financial Planning Standards Council of China (中國金融理財標準委員會#), a member of the Board of supervisors of China Unionpay Co., Ltd. (中國銀聯股份有限公司#) and a part-time visiting lecturer in Nankai University (南開大學#) in the PRC. Mr. Liu also obtained his Executive Master degree in Business at Shanghai Jiaotong University in 2005.

Mr. Liu has entered into a service agreement with the Company for a fixed term of three years. Pursuant to the service agreement, Mr. Liu is entitled to receive a fixed annual emolument of HK\$5,000,000, such emolument is determined by the remuneration committee of the Board with reference to his duties and responsibilities with the Company.

Mr. Liu is not connected with any Directors, senior management, substantial or controlling shareholders (as defined in the Rules (the "**Listing Rules**") Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited) of the Company. As at the date of this announcement, Mr. Liu does not hold any other position in the Company or any subsidiaries of the Company nor any other directorship in public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years.

Save as disclosed herein, Mr. Liu does not have, and is not deemed to have any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance).

There is no information relating to Mr. Liu that is required to be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rules. Save as disclosed above, there is no other matter in relation to the appointment of Mr. Liu that needs to be brought to the attention of the shareholders of the Company. The Board would like to take this opportunity to welcome Mr. Liu to join the Board.

By order of the Board
China Financial International Investments Limited
Du Lin Dong
Chairman

Hong Kong, 8 February 2011

The English transliteration of the Chinese names in this announcement, where indicated, is included for information only, and should not be regarded as the official English names of such Chinese names.

As at the date of this announcement, the executive Directors are Mr. Du Lin Dong, Mr. Liu Baorui and Mr. Pong Po Lam Paul, the non-executive Directors are Mr. Li Chaobo, Mr. Ding Xiaobin, Mr. Fung Cheuk Nang Clement and Mr. Ma Jie and the independent non-executive Directors are Dr. Cheung Wai Bun Charles, Mr. Wan Hongchun and Mr. Zeng Xianggao.