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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 CHIEF INVESTMENT CONSULTANT

The Board is pleased to announce that Professor Ba has been appointed as the Chief Investment Consultant with effect from 15 January 2012.

This announcement is made by China Financial International Investments Limited (the “**Company**”) on a voluntary basis to keep the shareholders informed about the updated business development of the Company.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that Professor Ba Shu Song (“**Professor Ba**”) has been appointed as the chief investment consultant (the “**Chief Investment Consultant**”) of the Company with effect from 15 January 2012.

Professor Ba, aged 42, is the deputy head of Financial Research Institute of Development Research Center of the State Council (國務院發展研究中心金融研究所副所長#), a researcher and tutor of doctoral degree candidates, deputy secretary of the China Macroeconomics Society (中國宏觀經濟學會副秘書長#), chief economist of the China Banking Association (中國銀行業協會首席經濟學家#), and has been an expert and examiner for various examinations in relation to financial related qualifications in the People’s Republic of China (the “**PRC**”). Professor Ba was also a lecturer for study seminars for members of the Standing Committee of the Political Bureau of Central Committee of the Communist Party of China. (中共中央政治局集體學習主講專家#), and part-time professor of a number of universities, including but not limited to Huazhong University of Science and Technology, China University of Technology, and Peking University. When Professor Ba performed his post-doctorate study and research in Chinese Economy Research Center at Peking University, Professor Ba concentrated on the research and study of financial institutes risk management and regulation of financial market.

Professor Ba has entered into a service agreement (the “**Service Agreement**”) with the Company for a fixed term of 1 year, pursuant to the Service Agreement, Professor Ba shall provide the Company with various consultancy services, including but not limited to attending summits or seminars to be organized by the Company as speaker, preparing reports on the financial market development and relevant policies analysis for the Company’s study, serving as an expert consultant to the Company in the research of the development of small loan industry in the PRC, and other advisory services.

As far as the Directors are aware, Professor Ba does not have any relationships with any Directors, senior management, substantial or controlling shareholders (as defined in the Rules Governing the Listing of Securities on the Stock Exchange) of the Company. As at the date of this announcement, Professor Ba did not have or was not deemed to have any interests or short positions in the shares or underlying shares of the Company or its associated corporations pursuant to Part XV of the Securities and Futures Ordinance. As far as the Board is aware, there is no information of Professor Ba to be disclosed pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules; and there are no other matters relating to the appointment of Professor Ba that need to be brought to the attention of the shareholders of the Company.

The Board wishes to take this opportunity to welcome Professor Ba to join the Company.

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

Hong Kong, 17 January 2012

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. Ma Jie and Mr. Ding Xiaobin and the independent non-executive Directors are Professor Cheung Wai Bun Charles J.P., Mr. Wan Hongchun and Mr. Zeng Xianggao.