

PRESS RELEASE

FOR IMMEDIATE RELEASE

Haitong International Sets Foot in Internet Finance by Launching First P2P Online Lending Platform in Hong Kong

Hong Kong, 22 January 2015 – Haitong International Securities Group Limited (Stock Code: 665.HK) today announced the launch of Hong Kong's first peer-to-peer ("P2P") internet financing platform known as "Bestlend.com", pointing to its foray into the realm of internet finance.

Bestlend.com is the first P2P online lending platform in Hong Kong. It matches borrowers in need of funding and finance companies engaged in money lending through a user-friendly, safe and transparent online lending channel. Borrowers are only required to submit a single loan application online and their application details will concurrently reach a number of licensed money lenders in Hong Kong. Borrowers are then allowed to choose their preferred offer among the loan quotes provided. Meanwhile, finance companies may also assess and handle loan applications instantly through Bestlend.com. The entire lending process is carried out online, allowing direct contact between lenders and borrowers and reducing the intermediation processes, in turn enhancing efficiency and effectively saving borrowing cost on both sides. During the initial stage of soft launch, Bestlend.com will focus on understanding clients' demand so as to expand the scope of borrowers through adopting the approach of specific promotions and data analyses of targeted clients.

Haitong International has entered into a tie-up with TransUnion Limited, the only consumer credit reporting company in Hong Kong, pursuant to which credit reports alongside Bestscore credit scores will be prepared upon the authorization and consent from borrowers based on their personal data, credit reports, public records and enquiry records, which will provide the finance companies and customers with comprehensive credit analyses. With its unique business model, Bestlend.com has by far enticed nearly 30 licensed finance companies, including Hong Kong Finance (1273.HK), GIC Group (1669.HK), Credit China (8207.HK), CL Group (8098.HK) and China Smartpay (8325.HK), to kick off collaboration with the Group. Finance companies may gain access to a wider customer base through Bestlend.com. They may also develop a more sophisticated risk control system and experience the efficient and transparent lending process through the platform.

Over the past year, the P2P online lending industry was blossoming at a fast clip and received great market attention in both China and the United States. In comparison, Hong Kong has been lagging behind due to the excessive intermediation procedures in conventional credit businesses, which has severely dragged efficiency. In this context, Haitong International has moved first to launch the city's first P2P online lending platform in an

effort to shatter the limitations of time and space by gathering borrowers and finance companies on the same platform on the back of internet technologies, with borrowers being offered various lending options in a timely manner whereas finance companies being allowed to gain access to a wider customer base while bolstering their services and competitive edges.

The foray into the realm of P2P online lending marks the first move of Haitong International to set foot in the area of internet finance. Looking forward, the Group will continue to ride the internet finance boom in the globe and will successively roll out more innovative internet finance businesses through Bestlend.com, in order to facilitate the innovative integration between the Group's traditional financial businesses and modern internet technologies. Proactive efforts will be made to explore the business model of cross-border internet finance as well, striving to give a boost to the rapid development of the Group's overall business on the back of internet technologies.

Haitong International Securities Group Limited

Haitong International Securities Group Limited ("Haitong International"; together with its subsidiaries, the "Group"; Stock Code: 665.HK) is a subsidiary of Haitong International Holdings Limited ("Haitong International Holdings"), a company incorporated in Hong Kong and wholly-owned by Haitong Securities Co., Ltd. ("Haitong Securities"). Haitong Securities is listed on the Shanghai Stock Exchange and the Stock Exchange of Hong Kong (Stock Code: 600837.SH; 6837.HK).

Haitong International Securities Company Limited, a main operating subsidiary of Haitong International, was established in 1973. Haitong International was formed in 1996 and was listed on the Stock Exchange of Hong Kong in August of the same year. Haitong International Holdings acquired Taifook Securities Group Limited in 2010. Haitong International is well-established to provide comprehensive and quality corporate finance, brokerage and margin financing, investment management, fixed income, currency and commodities as well as structured financing and equity derivative products and services to institutional clients and individual investors domestically and around the globe. As the only overseas business platform of Haitong Securities, the Group strives to be a modern and comprehensive financial institution with leading position in the Greater China Region.

Haitong International has a robust retail client base and extensive distribution channels, with over 10 branches in Hong Kong and Macau. The Group has 2 representative offices in Beijing and Shanghai and an overseas company Haitong International Securities Group (Singapore) Pte. Ltd. in Singapore.

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