

For immediate release



中達金融集團有限公司  
Central Wealth Financial Group Limited

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 572)

**Central Wealth Financial Group Limited**  
**MOU for Marketing Collaboration for FIKA Products**

November 9, 2016, Hong Kong – Central Wealth Financial Group Limited (00572.HK) is pleased to announce that the Group has entered into a memorandum of understanding (the “MOU”) with Pachanga Inc. dba FIKA and a licensee. Pursuant to the MOU, FIKA will appoint the Group and the licensee as the marketer respectively to promote the sales of FIKA products through online e-commerce websites and develop additional distribution channels including the undertaking of certain promotional activities and opening of showrooms. FIKA will authorise the Group to develop franchise opportunities for FIKA in Asia. The Group will receive a monthly commission as consideration.

FIKA is a company founded in the United States of America (“USA”) in 2006 and has subsequently become one of the well-known coffee chains in New York. It is engaged in the development, production, sales and marketing of premium coffee, chocolates and other food products in USA under the brand name “FIKA”. It also distributes FIKA products in Asia through a China-based distributor.

The Company is of the view that the cooperation with FIKA as contemplated under the MOU will create synergistic effect for the e-commerce platform of the Group.

**About Central Wealth Financial Group**

Central Wealth Financial Group Limited (00572.HK) actively explores opportunities to diversify its business portfolio into operations with significant growth potential, including the development of “Future World Lifestyle”, an e-commerce platform operated by licensee.

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