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**BISON FINANCE GROUP LIMITED**

**貝森金融集團有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock code: 888)**

**INSIDE INFORMATION**

This announcement is made by Bison Finance Group Limited (the “**Company**”, and together with its subsidiaries, collectively the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities made by The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

As disclosed in the interim report of the Company as at 30 June 2019, the Group is principally engaged in the financial services business and the media business. Media business is comprised of BUS-BODY advertising, BUS-INTERIOR advertising, BUS-SHELTER advertising, BILLBOARDS advertising, and provision of integrated marketing solutions services in Hong Kong.

As disclosed in the announcement of the Company dated 31 October 2014 and the circular of the Company dated 12 December 2014, the Group has been granted an exclusive licence to market, install, display and maintain advertisements on or at such parts of the exterior and interior areas and spaces of the buses (“**BUS-BODY Advertising**” and “**BUS-INTERIOR Advertising**”) of The Kowloon Motor Bus Company (1933) Limited (“**KMB**”), which will expire on 30 June 2020. In May 2019, KMB has commenced the tendering for the exclusive licence of BUS-BODY Advertising and BUS-INTERIOR Advertising for the term from 2020 to 2027, the Group has submitted the relevant tender documents but was informed that the tender was unsuccessful.

As at the date of this announcement, the Group still operates its media business through the licence for BUS-BODY Advertising and BUS-INTERIOR Advertising which will expire on 30 June 2020, the licence for BUS-SHELTER advertising which will expire on 30 June 2022 and may be extended to 30 June 2027 at the option of KMB, the licence for BILLBOARDS advertising which will expire on 28 September 2020, and the provision of integrated marketing solutions services in Hong Kong.

Together with the current economic conditions of Hong Kong and the business development plan of the Group, the Group is in the view that the potential impact on the financial position of the Group as a whole upon expiry of the licences of BUS-BODY Advertising and BUS-INTERIOR Advertising is manageable. The Group shall seize this business transformation opportunity to realign its resources and focus on the growth of financial services business, identify new business opportunities that generate high returns on capital, and enhance financial resources deployment.

The board of directors (the “**Directors**”) of the Company (the “**Board**”) will update shareholders of the Company (the “**Shareholders**”) and the public on any material information by way of announcement if and when appropriate. In the meantime, Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board  
**Bison Finance Group Limited**  
**ZHU Dong**  
*Executive Director*

Hong Kong, 22 November 2019

*As at the date of this announcement, the Board comprises Dr. MA Weihua as the Chairman and non-executive Director; Mr. XU Peixin, Mr. SUN Lei and Mr. ZHU Dong as executive Directors; and Dr. QI Daqing, Mr. CHEN Yigong and Mr. FENG Zhonghua as independent non-executive Directors.*