



[For Immediate Release]

Xinhua Finance Begins Trading on the Tokyo Stock Exchange Mothers Market

TOKYO, October 28, 2004 – Xinhua Finance Limited (TSE 9399), China's premier financial services and media company, announced that its debut trading of ordinary shares began today on the Tokyo Stock Exchange (TSE) Mothers market. The Company priced its initial public offering of 31,599 shares at ¥175,000 a share on Monday, October 18, 2004. The total number of shares sold in the offering included 20,000 newly issued shares, 7,478 existing shares and 4,121 shares from the exercise of the green shoe option. The net proceeds from the offering were approximately 3.5 billion yen.

"We are delighted by the strong interest and demand from Japanese and international investors in our listing, which is a landmark transaction for both the Company and the Japan market," said Fredy Bush, CEO of Xinhua Finance. "We are proud to be the first China IPO in Japan, the first non-Japanese equity to list on the Mothers Board, the first non-Japanese company to choose Japan as its primary market, and for the first time, a foreign stock trading in Japan through an international settlement arrangement, which gives stock liquidity and allows investors globally to invest in the Company.

"This offering provides Xinhua Finance with the financial flexibility and strength to continue to grow the Company and to further develop our core businesses," Ms Bush added. "Xinhua Finance is an EBITDA-positive, high-growth company, and its remarkable progress parallels China's phenomenal development over the past five years. Investing in our company is investing in the future of China."

Nomura Securities acted as lead manager of the offering. The co-managing underwriters of the offering were HSBC Securities, Merrill Lynch, Toyo Securities, Cosmo Securities, Naito Securities, Okasan Securities, ORIX Securities, Shinko Securities and MONEX, Inc.

Attention: This document is a statement of facts for public announcement, and is not intended to induce investment. The ordinary shares of the Company have not been and will not be registered under the securities regulation of any jurisdiction other than Japan, including, but not limited to, the United States. Accordingly, they were not offered, sold or delivered within the United States or to U.S. persons or otherwise outside of Japan.

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About Xinhua Finance Limited

Xinhua Finance is a leading financial information and media company providing financial news and information, as well as a broad array of financial products and services unique to the China markets. Xinhua Finance provides real time coverage of equity and fixed income markets, delivering an integrated platform of China-specific indices, credit ratings, financial news feeds and investor relations services to global financial institutions and re-distributors via leased line, Internet, and satellite technology.

Founded in 1999, the Company is headquartered in Hong Kong and has 21 offices and 19 news bureaus across Asia, Australia, North America and Europe. Xinhua Finance is the first non-Japanese company to list on the Tokyo Stock Exchange Mothers market (TSE 9399). For more information, see www.xinhuafinance.com.

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