



**FOR IMMEDIATE RELEASE**

**Fincera Provides 2016 First Quarter Business Update, Announces Launch of AutoChekk Passenger Vehicle Ecommerce Platform**

**Shijiazhuang, Hebei Province, China – April 11, 2016** – Fincera Inc. (“Fincera” or the “Company”) (OTCQB: AUTCF), a leading provider of web-based financing and ecommerce services for small and medium-sized businesses and individuals in China, today provided an operational update on the 2016 first quarter ended March 31, 2016, and announced the launch of AutoChekk, an ecommerce platform for the passenger vehicle industry in China.

***First Quarter 2016 Business Update***

Since their initial launches at the end of 2014, the Company’s small business lending platform CeraVest ([www.qingyidai.com](http://www.qingyidai.com)) and its electronic payment platform CeraPay ([www.dianfubao.com](http://www.dianfubao.com)) have continued to achieve steady progress.

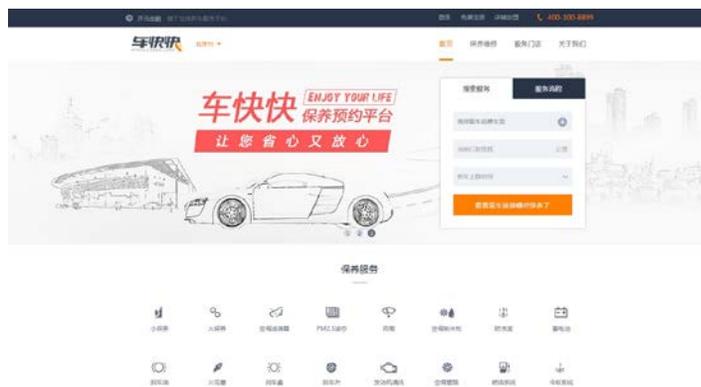
From its inception in November 2014 through March 31, 2016, CeraVest has originated over RMB3.9 billion in loans. CeraVest had a loan portfolio of approximately RMB2.0 billion at March 31, 2016. Fincera created CeraVest as an online lending marketplace that provides short-term operating capital for small businesses primarily in the transportation industry. Through CeraVest, Fincera can originate loans and then sell those loans to investors. The Company believes it provides loans that generate higher returns than those of the short-term banking options available in China. Currently, individuals who invest on the CeraVest platform earn an approximate 8.6% annual interest rate of return if held to maturity. Fincera earns origination fees on CeraVest loans.

Also launched in November 2014, the Company’s electronic payment platform CeraPay was used to make payment transactions totaling over RMB1.5 billion in March 2016. Fincera developed CeraPay as a convenient platform through which customers can make electronic payments and the Company can make credit advances to its customers, allowing customers to pay for their everyday truck-operating needs at participating merchants within the CeraPay network. Fincera earns transaction fees through its CeraPay platform.

Fincera also continues to enhance its CeraVest and CeraPay products by introducing attractive new features for its customers. For example, as previously announced, customers now earn interest on balances in their CeraPay account. In addition, a new direct deposit feature allows companies to deposit payroll payments directly into their employees’ CeraVest accounts, from which the money can be withdrawn or used to invest on CeraVest.

### Launch of AutoChekk

Fincera also announced the March 2016 launch of AutoChekk, a new ecommerce platform for the passenger vehicle industry ([www.chekk.com](http://www.chekk.com)). AutoChekk provides consumers in China with a powerful and intuitive tool that makes researching and purchasing passenger cars or maintenance services convenient and affordable. The platform provides information regarding passenger cars that are available for sale and facilitates purchases. AutoChekk also provides consumers with search tools and a procurement platform for maintenance services. Similar to Fincera's TruShip Logistics feature, payment transactions resulting from connections made on AutoChekk can be completed with CeraPay, and the resulting data could be used as underwriting metrics for CeraVest loans to small businesses.



Screenshot of Fincera's new AutoChekk ecommerce platform for the passenger vehicle industry.

*Photo courtesy of Fincera*

Over RMB430 million in CeraPay transactions were conducted on TruShip in March 2016. Fincera established TruShip as a platform whereby trucking industry merchants, such as dealerships and leasing companies, can establish an online store-front and conveniently conduct sales transactions through Fincera's proprietary closed-loop payment network CeraPay.

The Company continues working to add additional features to AutoChekk and TruShip and expects to make advertising and marketing services to passenger vehicle manufacturers/dealers and truck dealerships/manufacturers available on the platforms in the near future.

Mr. Yong Hui Li, Fincera's Chairman and CEO, stated, "We are pleased to continue to be an innovative force in the financing space. With the launch of our new AutoChekk ecommerce platform, we have expanded to begin serving the passenger vehicle industry, a natural extension of our business given Fincera's long history and experience in China's heavy truck sector. As with our recently launched TruShip platform, AutoChekk provides consumers looking to purchase a personal vehicle or maintenance with a wealth of information and a convenient way to purchase these products and services on its web-based platform. At the same time, AutoChekk enables manufacturers and dealerships to connect with a much wider and more relevant audience. Although the platform is available to users at no cost, the resulting purchase transactions may be conducted through CeraPay.

"With our current product portfolio, we have identified and are meeting the needs of SMBs and individuals for accessible and affordable financing, primarily in the commercial and passenger vehicle industries. We are thrilled

to be participating as a gold sponsor this week in LendIt USA 2016, the largest annual gathering of the online lending community, and to have the opportunity to present our story. As a relatively new entrant into this fast-paced and growing industry, we look forward to sharing experiences with other companies and individuals involved in the space.”

#### *Live Updates from LendIt USA 2016*

Fincera will have an exhibit booth (#606) in the Expo Hall. Members of management will also be available for private meetings, as well as participating in product demonstrations and panels at the event. For live updates from LendIt USA 2016 (Twitter #LendItUSA), interested parties may follow LendIt (@lendit) and Fincera’s Spencer Li (@spennyli) on Twitter. The Company will also be posting updates on its LinkedIn page: <https://www.linkedin.com/company/fincera-inc->.

#### **About Fincera Inc.:**

Founded in 2005, Fincera Inc. (OTCQB: AUTCF) provides innovative web-based financing and ecommerce services for small and medium-sized businesses and individuals in China. The Company also operates a network of branch offices in 31 provinces, municipalities, and autonomous regions across China. Fincera’s current service offerings include a B2B payment network, a web-based small business lending platform, and a B2B ecommerce marketplace for the trucking industry. The Company’s website is <http://www.fincera.net>. Fincera trades on the OTCQB venture stage marketplace for early stage and developing U.S. and international companies. OTCQB companies are current in their reporting and undergo an annual verification and management certification process.

#### **Safe Harbor Statement:**

This press release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 about the Company. Forward-looking statements are statements that are not historical facts. Such forward-looking statements, based upon the current beliefs and expectations of the Company’s management, are subject to risks and uncertainties, which could cause actual results to differ from the forward-looking statements. The following factors, among others, could cause actual results to meaningfully differ from those set forth in the forward-looking statements:

- Changing principles of generally accepted accounting principles;
- Continued compliance with government regulations;
- Legislation or regulatory environments, requirements or changes adversely affecting the transportation or financial services industry in China;
- Fluctuations in consumer demand in the transportation industry;
- Management of rapid growth;

- General economic conditions;
- Changes in government policy;
- China's overall economic conditions and local market economic conditions;
- The Company's ability to expand through strategic acquisitions;
- The Company's business strategy and plans, including whether its new financial services products are accepted by consumers;
- The results of future financing efforts; and
- Geopolitical events.

The information set forth herein should be read in light of such risks. The Company does not assume any obligation to update the information contained in this press release.

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