

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



NEO-CHINA LAND GROUP (HOLDINGS) LIMITED

中新地產集團(控股)有限公司*

(incorporated in Bermuda with limited liability)

(Shares - Stock Code: 0563. Convertible bonds due 2011: Stock Code: 2528)

Profit Warning

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform Shareholders and potential investors of the Company that the Group is expected to record a loss (unaudited) for the six months ended 30 June 2010 as compared to a net profit (unaudited) for the six months ended 31 October 2009.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Neo-China Land Group (Holdings) Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(1) of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform Shareholders and potential investors of the Company that the Group may record a loss (unaudited) for the six months ended 30 June 2010 as compared to a net profit (unaudited) for the six months ended 31 October 2009.

For the six months ended 31 October 2009, the Company recorded some huge non-recurring gains. Such gains were not existed for the six months ended 30 June 2010. Besides, for the six months ended 30 June 2010, the finance costs increased significantly.

As the Company is still in the process of finalizing the Group's unaudited consolidated results for the six months ended 30 June 2010, the information contained in this announcement is only a preliminary assessment by management of the Company based on the information currently available to the Group.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board of
NEO-CHINA LAND GROUP (HOLDINGS) LIMITED
Cai Yu Tian
Chairman

Hong Kong, 13 August 2010

As at the date hereof, the Board comprises Mr. Cai Yu Tian, Mr. Ni Jian Da, Mr. Qian Shi Zheng, Mr. Zhou Jun, Mr. Yang Biao, Mr. Chen An Min and Mr. Jia Bo Wei as executive Directors and Mr. Doo Wai-Hoi, William, J.P., Dr. Wong Ying Ho, Kennedy, BBS, J.P., Mr. Fan Ren Da, Anthony and Mr. Li Ka Fai, David as independent non-executive Directors.

** for identification only*