



上海實業城市開發集團有限公司
SHANGHAI INDUSTRIAL URBAN DEVELOPMENT GROUP LIMITED

(incorporated in Bermuda with limited liability)
(Stock Code: 563)

16 April 2012

Dear Shareholder(s),

Election of Means of Receipt and Language of Corporate Communications

Pursuant to the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), Shanghai Industrial Urban Development Group Limited (the "Company") is writing to seek your election regarding the means of receipt and the language of corporate communications (the "Corporate Communications") of the Company to be dispatched in the future. Corporate Communications mean any documents issued or to be issued by the Company for your information or action as defined under Rule 1.01 of the Listing Rules, including but not limited to (a) directors' reports, annual accounts together with copies of the auditors' reports and, where applicable, summary financial reports; (b) interim reports and, where applicable, summary interim reports; (c) notices of meeting; (d) listing documents; (e) circulars; and (f) proxy forms.

You may choose one of the options set out below:

- (1) to read all future Corporate Communications published on the Company's website at www.siud.com (the "Website Version") instead of receiving printed copies, and to receive a written notification either by post or by e-mail of the publication of the Corporate Communications on the Company's website; or
- (2) to receive the printed English version of all future Corporate Communications only; or
- (3) to receive the printed Chinese version of all future Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communications.

In support of environmental protection and for the purpose of saving printing and mailing costs, the Company recommends that you elect the Website Version option.

To make your election, please mark "X" in the appropriate box in the enclosed reply form (with a pre-paid postage mailing label at the bottom of the reply form[#]) and sign and return the same to the Company's Hong Kong branch share registrar, Tricor Secretaries Limited (the "Share Registrar"), at 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong.

If the Company does not receive the enclosed reply form duly completed and signed by you or does not receive a response indicating an objection from you by 14 May 2012, you will be deemed to have agreed to the Website Version instead of receiving printed copies of all future Corporate Communications.

You have the right at any time to change your elected means of receipt and choice of language by providing reasonable prior notice in writing to the Company c/o the Share Registrar or by sending an e-mail to siud563-ecom@hk.tricorglobal.com. If you have difficulty in receiving or gaining access to the Website Version of the Corporate Communications, the Company will, upon your request in writing or by e-mail, promptly send the printed version(s) of the Corporate Communications to you free of charge.

Please note that (a) the printed versions of the Corporate Communications in English and Chinese will be available from the Company and the Share Registrar upon request, and (b) the Website Version of both English and Chinese of the Corporate Communications will be available on the Company's website at www.siud.com and on the website of the Stock Exchange at www.hkexnews.hk.

Should you have any queries relating to this letter, please contact us by calling the service hotline of the Share Registrar at (852) 2980 1333 during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
Shanghai Industrial Urban Development Group Limited
Cai Yu Tian
Chairman

[#] If the mailing label is used for posting in Hong Kong, no postage stamp is required. Please affix appropriate postage stamp when posting outside Hong Kong.