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NEO-CHINA LAND GROUP (HOLDINGS) LIMITED

中新地產集團（控股）有限公司

(the “Company”)

(incorporated in Bermuda with limited liability)

(Stock Code: 563)

PROFIT WARNING

The Board wishes to inform Shareholders and potential investors of the Company that the Group may record a substantial decline in revenue resulting in a loss for the six months ended 31 October 2008.

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

Suspension of trading in the Shares

At the request of the Company, trading in the shares and the convertible bonds (stock code: 2528) of the Company was suspended with effect from 10:10 a.m. on 22 January 2008 pending the release of an announcement in respect of certain price-sensitive information. Trading in the shares and convertible bonds of the Company will remain suspended pending the release of further announcement(s) in relation to certain further price-sensitive information.

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 board of directors of the Company (the “Board”) would like to inform shareholders and potential investors of the Company that the Group may record a substantial decline in revenue resulting in a loss for the six months ended 31 October 2008.

There has been a material downturn in the global financial markets which has resulted in tightened monetary policy in the PRC and worldwide recently. Added to the impact of the austerity measures over the property market adopted by the PRC government, the sentiment of the PRC property market has been adversely affected and become stagnant. The aforementioned factors have significantly affected the development of the Group’s projects as well as the sales of its property units and may lead to the Group incurring a loss for the six months ended 31 October 2008.

Reference is made to the Company’s announcement of 13 May 2008. As a result of the earthquake in Sichuan, the PRC, which occurred on 12 May 2008 (the “Earthquake”), the completion of the development of the Group’s projects in Chongqing City, the PRC and Chengdu, Sichuan, the PRC has been delayed. Taking into account the factors discussed above and the effects of the Earthquake, the Board expects that the financial results of the Group for the financial year ending 30 April 2009 and, may be, for the ensuing years will also be adversely affected.

As the Company is still in the process of finalizing the Group’s unaudited consolidated results for the six months ended 31 October 2008, 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.

SUSPENSION OF TRADING

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By order of the Board
NEO-CHINA LAND GROUP (HOLDINGS) LIMITED
Li Song Xiao
Chairman

Hong Kong, 26 November 2008

As at the date hereof, the Board comprises Mr. Li Song Xiao, Mr. Liu Yi, Ms. Niu Xiao Rong, Mr. Yuan Kun, Ms. Liu Yan, Mr. Jia Bo Wei, Mr. Lu Zhao Qun and Ms. Bao Jing Tao and Mr. Lam Kwan Sing as executive Directors; Mr. Lai Leong as non-executive Director and Ms. Nie Mei Sheng, Mr. Zhang Qing Lin, Mr. Gao Ling and Mr. Lai Man Leung as independent non-executive Directors.

This announcement is made by the order of the Board, of which the Directors individually and jointly accept responsibility for the accuracy of the information contained in this announcement.