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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)

PROFIT WARNING

This Announcement is made by the Company pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board of the Company wishes to inform the shareholders and potential investors of the Company that the Group is expected to incur a loss for the six months ended 30 June 2012 as compared with profit for the corresponding period in 2011.

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

This announcement is made by Shanghai Industrial Urban Development Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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**”) wishes to inform the shareholders and potential investors of the Company that based on the information currently available to the Board, the Group is expected to incur a loss for the six months ended 30 June 2012 as compared with profit for the corresponding period in 2011. The Board believes that such loss was due to a decrease in total gross floor areas delivered to purchasers by the Group for the period. Further, a significant revaluation gain from investment properties was recorded for the corresponding period in 2011, whereas the Group does not expect to record any such gain for the period under review.

The Company is in the process of finalizing the Group’s unaudited results for the six months ended 30 June 2012. The information contained in this announcement is only based on the preliminary review on the results of the Group by the management of the Company and is not based on any figures or information which have been confirmed or audited by the Company’s auditors.

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

By Order of the Board
Shanghai Industrial Urban Development Group Limited
Chan Kin Chu, Harry
Company Secretary

Hong Kong, 10 August 2012

As at the date of this announcement, the Board of the Company comprises Mr. Ni Jianda, Mr. Ji Gang, Mr. Zhou Jun, Mr. Yang Biao and Mr. Chen Anmin 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.