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SOUNDWILL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 878)

PROFIT WARNING ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2013

The board of directors (the “Board”) of Soundwill Holdings Limited (the “Company”) together with its subsidiaries (the “Group”) makes this announcement pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions under Part XIVA of the Securities and Future Ordinance (Cap. 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to record a significant decline in the consolidated profit attributable to the Shareholders for the six months ended 30 June 2013 (the “Period”) as compared with the unaudited results for the corresponding period in 2012. Such decline is not related to the Group’s total turnover, it is mainly due to the decrease in the net gain on fair value adjustments on the Group’s investment properties (for the corresponding period in 2012: HK\$1,186,154,000). The Board considers that the decrease in the net gain on fair value adjustments on investment properties is in line with the trend of Hong Kong property market.

As the Company is in the process of finalizing the unaudited consolidated financial results of the Group for the Period, the information in this announcement is based on a preliminary assessment by the Board according to the unaudited consolidated management accounts of the Group for the Period. Details of the Group’s interim results for the Period will be published as and when the unaudited interim results of the Group for the Period is announced.

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

By Order of the Board
Soundwill Holdings Limited
Foo Kam Chu Grace
Chairman

Hong Kong, 16 August 2013

As at the date of this announcement, the Board comprises (i) Executive Directors: Foo Kam Chu Grace, Chan Wai Ling and Kong Siu Man Kenny; and Independent Non-Executive Directors: Chan Kai Nang, Pao Ping Wing and Ng Chi Keung.