

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.



KWG PROPERTY HOLDING LIMITED

合景泰富地產控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1813)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the shareholders of the Company and potential investors that it is expected that the unaudited consolidated net profit of the Group for the six months ended 30 June 2011 may experience a significant increase as compared with the same period in 2010.

The information contained in this announcement is only the preliminary estimates of the Company and has not been audited by its auditors. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by KWG Property Holding Limited (the “**Company**” and 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 the shareholders of the Company and potential investors that it is expected that the unaudited consolidated net profit of the Group for the six months ended 30 June 2011 may experience a significant increase as compared with the same period in 2010. Such increase was primarily attributable to a substantial increase in the Group’s total gross floor area delivered to buyers during the period from 1 January 2011 to 30 June 2011.

As the Company is still in the process of preparing and finalizing the unaudited consolidated accounts of the Group for the six months ended 30 June 2011, the information contained in this announcement is only based on the preliminary assessment by the Company's management according to the unaudited management accounts of the Group which has not been confirmed nor audited by the Company's auditors. Shareholders of the Company and potential investors should read the Group's financial results announcement for the six months ended 30 June 2011 carefully, which is expected to be published before the end of August 2011.

The information contained in this announcement is only the preliminary estimates of the Company and has not been audited by its auditors. Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By the order of the Board of Directors
KWG Property Holding Limited
Kong Jian Min
Chairman

Hong Kong, 1 August 2011

As at the date of this announcement, the executive directors of the Company are Mr. Kong Jian Min, Mr. Kong Jian Tao, Mr. Kong Jian Nan, Mr. Li Jian Ming, Mr. Tsui Kam Tim, Mr. He Wei Zhi and Mr. Yu Yao Sheng; the independent non-executive directors of the Company are Mr. Dai Feng, Mr. Lee Ka Sze, Carmelo and Mr. Tam Chun Fai.