



Press Release

For Immediate Release

To: Financial Editor

Soundwill Holdings Limited Interim Result 2010

Recorded Profit approx. HK\$538,675,000

[Hong Kong – August 25, 2010] Soundwill Holdings Limited (the “Group”; stock code: 0878) announced today its net profit attributable to the owners of the Company was approximately HK\$538,675,000 for the six months ended 30 June, 2010, which decreased by approximately 23% as compared to the same period last year (30 June 2009: approximately HK\$696,225,000). It is due to a significant decrease in turnover from property assembling business which offset the steady increase in property leasing, building management service and urban infrastructure business.

The Group’s net profit in the said period, excluding the gain on fair value adjustments on investment properties (net of deferred tax), amounted to approximately HK\$64,550,000, representing an approximately 68% decreased as compared to the same period last year (30 June 2009: approximately HK\$204,737,000). Basic earnings per share was HK\$ 2.24. The net asset value per share is HK\$22.79. During the first half of the year, the Group has recorded a turnover of approximately HK\$245,154,000 (30 June 2009: approximately HK\$552,750,000), representing a decrease of 56% as compared with the same period last year. The Directors do not recommend interim dividend for the six months ended 30 June 2010.

During the period under review, it is generally benefiting from the overall improvement in Hong Kong economies. The consumer sentiment and living index of Hong Kong people continued to rise, and the local retail market was more robust with the increasing consumption power of mainland visitors. Soundwill Plaza, the Group’s flagship property, recorded satisfactory traffic and rental income, achieving an occupancy rate of 99% and a rental income of approximately HK\$97,703,000 during the first half of the year. Approximately



16.4% of the leases was renewed upon expiry over the same period, and a 12% increment in total rental income as compared to the same period last year and bring substantial returns to the Group.

For property assembling business, the Group has successfully unified the ownership of Nos. 32-50 Haven Street in August 2010, which has a total site area of approximately 12,900 square feet and a gross floor area of approximately 102,900 square feet. In view of the promising prospect of the property market, the Group will devise the most suitable development plan with reference to the demand in property market. In order to further enhance the quality and returns of its development projects. In additional, the Group has successfully disposed Nos. 118 & 120 Electric Road, North Point in May and the transaction has been completed in mid-July of the year. The revenue will be booked in the second half of the year.

Ms. Vivian Chan, Executive Director of the Soundwill Holdings Limited said, "The Hong Kong real estate market has always been the core of economic development and plays a crucial role in stimulating the economy, increasing the treasury revenue and improving the employment situation and living standards in Hong Kong. As such, the Hong Kong government relaxed the subsidiary legislation in relation to compulsory sales of buildings in April this year, and lowered the percentage of ownership of the property required for acquisition proposals from 90% to 80%. This would facilitate the Group in shortening the acquisition time of its projects and bring a positive effect to the acquisition business in the future. Leveraging on our extensive experience and vision, the Group will strive to identify properties with outstanding development potentials in the future, with an aim to alleviate the problems of urban ageing in the old districts on the Hong Kong Island, and thereby improve the environment and quality of life in these neighborhoods."

The Group's new luxurious residential project, Warrenwoods, at Nos. 13-27 Warren Street in Tai Hang, will provide 164 lofty residential units in diversified styles upon completion. 162 units of Warrenwoods have been successfully pre-sold within 3 days in March of the year. The project is currently under construction and is scheduled for occupancy before mid 2012.



The total proceeds generated from the sale of those 162 units are approximately HK\$1.2 billion, which will be booked when the sales are completed after issue of occupation permit.

In addition, the Group will expand its property business and is planning to redevelop its site of Tang Lung Street at the heart of Causeway Bay into a composite development property. The project is scheduled to complete in 2013, and is expected to become a new trendy shopping in the district and will bring substantial returns to the Group.

Due to the optimistic of the prospect of long-term of economic growth in Hong Kong, the Group is now seeking new investment opportunities and will steadily expand its real estate business in the Mainland China, which is now focused on the Guangdong and Fujian provinces, with an objective to contribution greater revenue to the Group in the future.

About Soundwill Holdings Limited

Soundwill Holdings Limited was established in 1978 and listed on The Stock Exchange of Hong Kong Limited in 1997. As an enterprise with diversified property related interests, the Group has key businesses in property assembling, property leasing, building management, property development as well as infrastructure development in Mainland cities.

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