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SOUTHEAST ASIA PROPERTIES & FINANCE LIMITED

華信地產財務有限公司

(Incorporated in Hong Kong with limited liability)

Stock Code: 252

Website: <http://www.seapnf.com.hk>

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders of the Company and potential investors that the unaudited interim results of the Group for the six months ended 30 September 2009 are expected to record a significant profit as compared to the profit for the corresponding period last year.

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

This announcement is made by Southeast Asia Properties & Finance 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 “Listing Rules”).

The board of directors of the Company (the “Board”) would like to inform the shareholders of the Company and potential investors that the unaudited interim results of the Group for the six months ended 30 September 2009 are expected to record a significant profit as compared to the profit for the corresponding period last year. Based on the information currently available, the Board considers that such improvement is mainly arising from the increase in fair value changes of the Group’s investment properties as a result of the recent turnaround of the property market.

As the Group's unaudited interim results for the six months ended 30 September 2009 have not yet been finalised, the information contained in this announcement is only based on preliminary assessment on the unaudited management accounts of the Group and information currently available. The unaudited interim results of the Group for the six months ended 30 September 2009 are expected to be published in December 2009.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Southeast Asia Properties & Finance Limited
Chua Nai Tuen
Chairman

Hong Kong, 20 November 2009

As at the date of this announcement, the board of directors of the Company comprises:(1) Executive directors: Mr. Chua Nai Tuen (Chairman & Managing Director), Mr. Chua Nai King (Deputy Chairman) and Mr. Gilson Chua; (2) Non-executive directors: Mr. Chan Man Hon, Eric, Mr. Jimmy Siy Tiong, Mr. Luis Siy, Mr. Rene Siy Chua, Mr. Tsai Han Yung, Mr. Siy Yap Samuel, Mr. Nelson Junior Chua, Miss Vivian Chua and Mr. Se Ying Kin; and (3) Independent non-executive directors: Mr. Chan Siu Ting, Mr. James L. Kwok and Mr. Wong Shek Keung.