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HONGKONG CHINESE LIMITED

香港華人有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 655)

PROFIT WARNING

This announcement is made by Hongkong Chinese 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 warrant holders of the Company and potential investors that the financial performance of the Group for the year ended 31st December, 2009 has been adversely affected by the global economic recession during 2009. The Company, as is the case with many companies, has been affected. Based on information currently available to the Company, the Board estimates that the Group is likely to incur a loss for the year ended 31st December, 2009. Such loss was mainly attributable to the net fair value loss of the property portfolio of the Group’s associates.

The information contained in this announcement is only a preliminary assessment by the Board based on information currently available to the Company. The Group expects to announce its financial results for the year ended 31st December, 2009 in early April 2010.

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

The principal business activity of the Company is investment holding. The principal activities of the subsidiaries and associates of the Company are investment holding, property investment and development, hotel operation, project management, fund management, underwriting, corporate finance, securities broking, securities investment, treasury investment, money lending, banking and other related financial services.

By Order of the Board
HONGKONG CHINESE LIMITED
Andrew Hau
Secretary

Hong Kong, 16th March, 2010

As at the date of this announcement, the non-executive Directors of the Company are Dr. Mochtar Riady (Chairman) and Mr. Leon Chan Nim Leung; the executive Directors of the Company are Messrs. Stephen Tjondro Riady (Chief Executive Officer), John Lee Luen Wai and Kor Kee Yee; and the independent non-executive Directors of the Company are Messrs. Albert Saychuan Cheok, Victor Yung Ha Kuk and Tsui King Fai.

** For identification purpose only*