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**HONGKONG CHINESE LIMITED**

香港華人有限公司\*

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 655)**

**POSITIVE PROFIT ALERT**

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 six months ended 30th June, 2010 has benefited from the gradual economic recovery in the South East Asian region during the first half of 2010. Based on information currently available to the Company, the Board estimates that the Group is likely to record a profit for the six months ended 30th June, 2010 as compared to a loss in the corresponding period of 2009. The profit was mainly attributable to fair value gain of the investment properties and write back of impairment loss on properties under development 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 unaudited interim results for the six months ended 30th June, 2010 in late August 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 activity of the Company is investment holding. The principal activities of the subsidiaries and associates of the Company are investment holding, property investment, property 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, 12th August, 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*