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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>

PROFIT WARNING

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 net profit of the Group for the six months ended 30 September 2010 is expected to be lower than that of the corresponding period of last year.

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

The 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”) wishes to inform the Shareholders and potential investors that following a preliminary assessment of the unaudited financial results for the six months ended 30 September 2010, it is expected that the Group will report a lower unaudited net profit for the six months ended 30 September 2010 compared to the corresponding period of last year.

The expected decline in the unaudited net profit of the Group for the six months ended 30 September 2010 is primarily attributable to (i) the slower increase in fair value changes of the Group’s investment properties as compared to the same for the period of last year, and (ii) other business slowdown.

As the Group is still in the process of finalising the unaudited results of the Group for the six months ended 30 September 2010, the information contained in this announcement is a preliminary estimate given by the management of the Company and is not based on any figures nor information that has been audited or reviewed by the Group's auditors.

The unaudited interim results of the Group for the six months ended 30 September 2010 are expected to be published on 25 November 2010.

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 and Managing Director

Hong Kong, 19 November 2010

As at the date of this announcement, the board of directors of the Company comprises:
(1) Executive directors: Mr. Chua Nai Tuen (Chairman and Managing Director), Mr. Chua Nai King (Deputy Chairman), Mr. Nelson Junior Chua 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 and Miss Vivian Chua; and (3) Independent non-executive directors: Mr. Chan Siu Ting, Mr. James L. Kwok and Mr. Wong Shek Keung.