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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 year ended 31st December, 2010 has benefited from the economic growth in the regions in which the Group has operations during 2010. Based on information currently available to the Company, the Board estimates that the Group is likely to record a profit for the year ended 31st December, 2010 as compared to a loss recorded for the year ended 31st December, 2009. The profit was mainly attributable to the fair value gains of investment properties and write back of the 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 and is not based on any figures or information that has been audited or reviewed by the Company’s auditors. The Company expects to announce its audited consolidated final results for the year ended 31st December, 2010 in late March 2011.

**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, 1st March, 2011

*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 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*