

Corporate Profile

Yesterday

Midland Holdings Limited (the “Company” or “Midland”, stock code: 1200) was founded 33 years ago as a small real estate agency in Mei Foo Sun Chuen with a few staff. It started with the buying and selling as well as the leasing of residential units there. During the 1970s, Midland focused mainly on the secondary sales and leasing of residential units.

Midland took full advantage of the economic boom in 1970s and 1980s and first-mover opportunities in Hong Kong yesterday and is reaping the benefits of our forethought today.

Thanks to our foresight as well as the incessant supports from our clients, employees, shareholders and investors, Midland and its subsidiaries (the “Group”) is now the largest and only listed real estate agency in Hong Kong.

Following decades of hard work through continued expansion and acquisitions, Midland today has more than 480 branches and over 6,300 employees in Hong Kong, Mainland China and Macau, offering a wide range of professional services including real estate brokerage covering residential, commercial and industrial properties, immigration consultancy, wealth management, mortgage referral, property appraisal services, tenders as well as professional training for estate agency participants.

Under the Group’s strategy of sustaining long-term business growth through related business diversification, various strategic business units have been established by leveraging on the Group’s existing customer base and network. These new businesses also help nurture our core business.

In 2005, we were awarded as one of Forbes Asia’s the most successful public company (annual revenue below a billion US\$) and as the Asiamoney 2005 Best Managed Company (medium cap category).

Today

Looking ahead, we will perpetually strive to strengthen our leading market position and to enhance our business portfolio.

Professionalism is the core value of Midland. Recently, we have introduced new on-going career and personal development programmes for our employees with an aim to capitalise our professional network.

Future