



新鴻基有限公司

SUN HUNG KAI & CO. LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 86)

PROFIT WARNING

This announcement is made by Sun Hung Kai & Co. Limited (the “Company”) 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”) expects the financial performance of the Company and its subsidiaries (collectively the “Group”) for the second half of 2008 to be adversely affected by the current widespread economic and financial uncertainty.

The Group is engaged in the provision of a broad range of financial services including wealth management and brokerage, corporate finance, consumer finance, asset management and principal investments. The present difficult financial and economic conditions are having a negative impact on most aspects of the Group’s activities. As a result, profits of the Group for the year ending 31 December 2008 are expected to decline substantially as compared with the year ended 31 December 2007.

Nevertheless, the Board believes that the financial position of the Group remains solid and that the Group is well-positioned to weather the current difficult environment, and to capitalize on any potential opportunities that may present themselves.

In the meantime, shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

On behalf of the Board
Sun Hung Kai & Co. Limited
Joseph Tong Tang
Executive Director

Hong Kong, 27 November 2008

As at the date of this announcement, the Board comprises Messrs. Lee Seng Huang (Chairman) and Joseph Tong Tang being the Executive Directors; Messrs. Abdulhakeem Abdulhussain Ali Kamkar, Amin Rafie Bin Othman (also as alternate to Mr. Abdulhakeem Abdulhussain Ali Kamkar) and Patrick Lee Seng Wei being the Non-Executive Directors; and Messrs. David Craig Bartlett, Alan Stephen Jones, Carlisle Caldwell Procter and Peter Wong Man Kong being the Independent Non-Executive Directors.