

Unless defined herein or the context otherwise requires, terms in this announcement shall have the same meanings as those defined in the prospectus dated Friday, November 6, 2009 (the “Prospectus”) of Longfor Properties Co. Ltd. (the “Company”).

The information contained herein does not constitute an offer of securities for sale in the United States. Securities may not be offered or sold in the United States unless they are registered under applicable law or are exempt from registration under the United States Securities Exchange Act 1933, as amended. No public offering of securities will be made in the United States.

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for securities. Potential investors should read the Prospectus for detailed information about the Global Offering described below before deciding whether or not to invest in the Shares thereby being offered.

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) and Hong Kong Securities Clearing Company Limited (“HKSCC”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

In connection with the Global Offering, Citigroup Global Markets Asia Limited (the “Stabilising Manager”) or any of its affiliates or any person acting for it, on behalf of the Underwriters, may over-allocate or effect transactions with a view to supporting the market price of the Shares at a level higher than that which might otherwise prevail for a limited period after the Listing Date. The Stabilising Manager has been or will be appointed as stabilising manager for the purposes of the Global Offering in accordance with all applicable laws, rules and regulatory requirements in place in Hong Kong on stabilisation, including the Securities and Futures (Price Stabilizing) Rules made pursuant to the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and, should stabilising transactions be commenced or effected in connection with the Global Offering, this will be at the absolute discretion of the Stabilising Manager. The details of the intended stabilisation are contained in the Prospectus. Subject to the Global Offering becoming unconditional, the number of Shares being offered in the Global Offering may be increased by up to an aggregate of 150,000,000 Shares through the exercise of the Over-allotment Option expected to be granted to the International Underwriters by the Company and exercisable by the Joint Global Coordinators on behalf of the International Underwriters, at any time from the Listing Date up to the 30th day after the last day for lodging applications under the Hong Kong Public Offering. In the event the Over-allotment Option is exercised, a press announcement will be made.

Prospective investors of the Offer Shares should note that the Underwriters are entitled to terminate their obligations under the Underwriting Agreements by notice in writing to the Company given by the Joint Global Coordinators (on behalf of the Underwriters), upon the occurrence of any of the events set forth in the section headed “Underwriting — Grounds for Termination” in the Prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date.



Longfor Properties Co. Ltd.

龍湖地產有限公司

(incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

*Number of Offer Shares offered under : 1,000,000,000 Shares (subject to
the Global Offering adjustment and the Over-allotment
Option)*

*Number of Hong Kong Offer Shares : 100,000,000 Shares (subject to
adjustment)*

*Number of International Offer Shares : 900,000,000 Shares (subject to
adjustment and the Over-allotment
Option)*

*Maximum Offer Price : HK\$7.10 per Offer Share, plus
brokerage fee of 1%, SFC transaction
levy of 0.004% and Stock Exchange
trading fee of 0.005% (payable in full
on application in Hong Kong dollars
and subject to refund)*

Nominal value : HK\$0.10 per Share

Stock Code : 960

Joint Global Coordinators, Joint Bookrunners, Joint Sponsors and Joint Lead Managers



Morgan Stanley



The Company is initially offering 100,000,000 Hong Kong Offer Shares for subscription, representing approximately 10% of the total number of Offer Shares initially being offered in the Global Offering, by way of a public offer in Hong Kong. An application has been made to the Listing Committee of the Stock Exchange for the granting of the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including the additional Shares which may be issued pursuant to the exercise of the Over-allotment Option) and the Shares which may fall to be issued pursuant to the Pre-IPO Options and the options which may be granted under the Post-IPO Option Scheme. Dealings in the Shares on the Stock Exchange are expected to commence at 9:30 a.m. on Thursday, November 19, 2009.

The Offer Price is expected to be fixed by agreement between the Joint Global Coordinators (on behalf of the Hong Kong Underwriters) and the Company on the Price Determination Date, which is expected to be on or around Thursday, November 12, 2009 (Hong Kong time) or such later date as may be agreed between the parties, but in any event no later than Monday, November 16, 2009 (Hong Kong time). The Offer Price will not be more than HK\$7.10 per Offer Share and is expected to be not less than HK\$6.06 per Offer Share, application for Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus. Investors applying for the Hong Kong Offer Shares must pay the maximum Offer Price of HK\$7.10 per Offer Share, together with brokerage fee of 1%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%, subject to refund, if the Offer Price, as finally determined, is lower than the maximum Offer Price. The Joint Global Coordinators (on behalf of the Hong Kong Underwriters) may, with our consent, reduce the number of Offer Shares and/or the indicative Offer Price range below that stated in the Prospectus at any time prior to the morning of the last day for lodging applications under the Hong Kong Public Offering. In such a case, notices of the reduction of the number of Offer Shares and/or the indicative Offer Price range will be published in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese) as soon as practicable following the decision to make such a reduction, and in any event not later than the morning of the day which is the last day for lodging applications under the Hong Kong Public Offering. If applications for the Hong Kong Offer Shares have been submitted prior to the day which is the last day for lodging applications under the Hong Kong Public Offering, then even if the number of Offer Shares and/or the indicative Offer Price range is so reduced, such applications cannot be subsequently withdrawn. If, for whatever reason, the Joint Global Coordinators and the Company are unable to agree on the Offer Price by Monday, November 16, 2009, the Global Offering will not proceed and will lapse.

Applicants who wish to be allotted the Hong Kong Offer Shares in their own names should (i) complete and sign the **WHITE** Application Forms or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO** service. Applicants who wish to have the Hong Kong Offer Shares allotted and issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants should (i) complete and sign the **YELLOW** Application Forms, copies of which, together with the Prospectus, may be obtained during normal business hours from 9:00 a.m. on Friday, November 6, 2009 until 12:00 noon on Wednesday, November 11, 2009 at the Depository Counter of HKSCC at 2nd Floor, Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have such Application Forms and Prospectus available; or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with **WHITE** Application Forms, may be obtained during normal business hours in the same period from:

1. Any participant of the Stock Exchange; or
2. any of the following addresses of the Hong Kong Underwriters:

Citigroup Global Markets Asia Limited, 50/F, Citibank Tower, Citibank Plaza, 3 Garden Road, Central, Hong Kong; or

Morgan Stanley Asia Limited, Level 46, International Commerce Centre, 1 Austin Road West, Hong Kong; or

UBS AG, Hong Kong Branch, 52/F, Two International Finance Centre, 8 Finance Street, Central, Hong Kong; or;

CCB International Capital Limited, 34/F, Two Pacific Place, 88 Queensway, Admiralty, Hong Kong; or

DBS Asia Capital Limited, 22/F, The Center, 99 Queen's Road Central, Hong Kong; or

Guotai Junan Securities (Hong Kong) Limited, 27/F, Low Block, Grand Millenium Plaza, 181 Queen's Road Central, Hong Kong; or

Taifook Securities Company Limited, 25/F New World Tower, 16-18 Queen's Road Central, Hong Kong; or

any of the following branches of Bank of China (Hong Kong) Limited:

	Branch Name	Address
Hong Kong Island:	Sheung Wan Branch	252 Des Voeux Road Central
	Bank of China Tower Branch	3/F, 1 Garden Road
	Aberdeen Branch	25 Wu Pak Street, Aberdeen
Kowloon:	Yau Ma Tei Branch	471 Nathan Road, Yau Ma Tei
	Mong Kok (President Commercial Centre) Branch	608 Nathan Road, Mong Kok
	Kowloon Plaza Branch	Unit 1, Kowloon Plaza, 485 Castle Peak Road
	Hung Hom (Eldex Industrial Building) Branch	21 Ma Tau Wai Road, Hung Hom
	Hoi Yuen Road Branch	55 Hoi Yuen Road, Kwun Tong
New Territories:	Tuen Mun Town Plaza Branch	Shop 2, Tuen Mun Town Plaza Phase II

any of the following branches of Industrial and Commercial Bank of China (Asia) Limited:

	Branch Name	Address
Hong Kong Island:	Central Branch	1/F., 9 Queen's Road Central
	Wan Chai Road Branch	G/F, 103-103A Wan Chai Road
	North Point Branch	G/F, 436-438 King's Road, North Point
Kowloon:	Yaumatei Branch	542 Nathan Road, Yaumatei
	Prince Edward Branch	777 Nathan Road, Mongkok
	Ngau Tau Kok Branch	Shop Nos. G211-214, G/F., Phase II, Amoy Plaza, 77 Ngau Tau Kok Road
New Territories:	Tsuen Wan Castle Peak Road Branch	G/F., 423-427 Castle Peak Road, Tsuen Wan
	Tai Po Branch	Shop F, G/F, Mee Fat Building, No 34-38 Tai Wing Lane, Tai Po
	Yuen Long Branch	G/F., 197-199 Castle Peak Road, Yuen Long

or any of the following branches of Standard Chartered Bank (Hong Kong) Limited:

	Branch Name	Address
Hong Kong Island:	88 Des Voeux Road Branch	88 Des Voeux Road Central, Central
	Des Voeux Road Branch	Standard Chartered Bank Building, 4-4A, Des Voeux Road Central, Central
	North Point Centre Branch	North Point Centre, 284 King's Road, North Point
	Quarry Bay Branch	G/F, Westlands Gardens, 1027 King's Road, Quarry Bay
Kowloon:	68 Nathan Road Branch	Basement, Shop B1, G/F Golden Crown Court, 66-70 Nathan Road, Tsimshatsui
	Kwun Tong Branch	1A Yue Man Square, Kwun Tong
New Territories:	Tsuen Wan Branch	Shop C, G/F & 1/F, Jade Plaza, 298 Sha Tsui Road, Tsuen Wan
	Shatin Centre Branch	Shop 32C, Level 3, Shatin Shopping Arcade, Shatin Centre, 2-16 Wang Pok Street, Shatin
	Tseung Kwan O Branch	Shop G37-40, G/F, Hau Tak Shopping Centre East Wing, Hau Tak Estate, Tseung Kwan O

Both **WHITE** and **YELLOW** Application Forms completed in all respects (to which cheques or banker's cashier orders should be securely stapled) should be deposited in the special collection boxes provided at any of the branches referred to above at the following times on the following dates:

Friday, November 6, 2009 — 9:00 a.m. to 5:00 p.m.
Saturday, November 7, 2009 — 9:00 a.m. to 1:00 p.m.
Monday, November 9, 2009 — 9:00 a.m. to 5:00 p.m.
Tuesday, November 10, 2009 — 9:00 a.m. to 5:00 p.m.
Wednesday, November 11, 2009 — 9:00 a.m. to 12:00 noon

Applicants applying by **White Form eIPO** may submit application to the **White Form eIPO** Service Provider through the designated website www.eipo.com.hk from 9:00 a.m. on Friday, November 6, 2009 until 11:30 a.m. on Wednesday, November 11, 2009, (or such later date as may apply in case of certain bad weather conditions as described under the paragraph headed "Effect of Bad Weather on the Opening of the Application Lists" in the section headed "How to Apply for the Hong Kong Offer Shares" in the Prospectus) (24 hours daily, except on the last application day). The latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Wednesday, November 11, 2009, the last application day. Applicants will not be permitted to submit applications to the **White Form eIPO** Service Provider through the designated website at www.eipo.com.hk after 11:30 a.m. on the last day for submitting applications. If you have already submitted your application and obtained a payment reference number from the website prior to 11:30 a.m., you will be permitted to continue the application process (by completing payment of application monies) until 12:00 noon on the last day for submitting applications, when the application lists close.

CCASS Investor Participants can input electronic application instructions from 9:00 a.m. on Friday, November 6, 2009 until 12:00 noon on Wednesday, November 11, 2009 (24 hours daily, except the last application date).

Time for inputting electronic application instructions via CCASS terminals or CCASS Phone System/CCASS Internet System

A CCASS Investor Participant may give electronic application instructions through the CCASS Phone System by calling 2979 7888 or through the CCASS Internet System at <https://ip.ccass.com> (using the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time) or go to

HKSCC's Customer Service Centre at 2nd Floor, Vicwood Plaza, 199 Des Voeux Road, Central, Hong Kong and complete an input request form. Prospectuses are also available for collection at the Customer Services Centre of HKSCC.

Those who are not CCASS Investor Participant may instruct their broker or custodian who is a CCASS Clearing Participant or a CCASS Custodian Participant to give electronic application instructions to HKSCC via CCASS terminals to apply for Hong Kong Offer Shares on his behalf.

CCASS Clearing/Custodian Participants can input electronic application instructions at the following times:

Friday, November 6, 2009 — 9:00 a.m. to 8:30 p.m.⁽¹⁾
Saturday, November 7, 2009 — 8:00 a.m. to 1:00 p.m.⁽¹⁾
Monday, November 9, 2009 — 8:00 a.m. to 8:30 p.m.⁽¹⁾
Tuesday, November 10, 2009 — 8:00 a.m. to 8:30 p.m.⁽¹⁾
Wednesday, November 11, 2009 — 8:00 a.m.⁽¹⁾ to 12:00 noon

⁽¹⁾ These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants.

The application lists will open from 11:45 a.m. to 12:00 noon on Wednesday, November 11, 2009 (or such later date as may apply in case of certain bad weather conditions as described under the paragraph headed "Effect of Bad Weather on the Opening of the Application Lists" in the section headed "How to Apply for the Hong Kong Offer Shares" in the Prospectus).

Subject to the terms and conditions set out in the Prospectus and the application forms relating thereto, applications made on **WHITE** or **YELLOW** Application Forms or through **White Form eIPO**, or by giving electronic application instruction to HKSCC, must be received no later than 12:00 noon on Wednesday, November 11, 2009 (or if the application lists are not open on that day, then by 12:00 noon on the next business day the lists are open). Please see the section headed "How to Apply for the Hong Kong Offer Shares" in the Prospectus for further details.

For allocation purposes only, the Hong Kong Offer Shares (after taking into account any adjustment in the number of Offer Shares allocated between the Hong Kong Public Offering and the International Offering) will be divided equally (to the nearest board lot) into two pools of 50,000,000 Shares each: Pool A and Pool B, both of which are available on an equitable basis to successful applicants. The Hong Kong Offer Shares in Pool A will be allocated on an equitable basis to applicants who have

applied for Offer Shares with a total subscription amount of HK\$5 million or below (excluding the brokerage fee, SFC transaction levy and Stock Exchange trading fee payable). The Hong Kong Offer Shares in Pool B will be allocated on an equitable basis to applicants who have applied for Hong Kong Offer Shares with a total subscription amount of more than HK\$5 million and up to the value of Pool B (excluding the brokerage fee, SFC transaction levy and Stock Exchange trading fee payable). Applicants should be aware that applications in different pools may receive different allocation ratios. Where one but not both of the pools is undersubscribed, the surplus Offer Shares will be transferred to the other pool to satisfy demand in that pool and be allocated accordingly. Applicants can only receive an allocation of Hong Kong Offer Shares from either Pool A or Pool B but not from both pools. Multiple or suspended multiple applications and any application for more than 50% of the Hong Kong Offer Shares initially being offered for subscription by the public (that is, more than 50,000,000 Shares) will be rejected. Only one application on a **WHITE** or **YELLOW** Application Form or by way of giving electronic application instructions to HKSCC via CCASS or to the designated **White Form eIPO** service provider through **White Form eIPO** service may be made for the benefit of any person.

It is expected that the level of indications of interest in the International Offering, the Offer Price, the level of applications in the Hong Kong Public Offering and the basis allotment of the Hong Kong Offer Shares will be published on or before Wednesday, November 18, 2009 in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese).

The results of allocations in the Hong Kong Public Offering and the Hong Kong Identity Card/passport/Hong Kong Business Registration numbers of successful applicants under the Hong Kong Public Offering will be available at the times and date and in the manner specified below:

- Results of allocations for the Hong Kong Public Offering will be available from the Stock Exchange's website at www.hkex.com.hk and the Company's website at www.longfor.com.cn on Wednesday, November 18, 2009;
- Results of allocations for the Hong Kong Public Offering will be available from the designated results of allocations website at www.iporesults.com.hk on a 24-hour basis from 8:00 a.m. on Wednesday, November 18, 2009 to 12:00 midnight on Tuesday, November 24, 2009. The user will be required to key in the Hong Kong identity card/passport/Hong Kong business registration number provided in his/her/its application to search for his/her/its own allocation result;

- Results of allocations will be available from the Hong Kong Public Offering allocation results telephone enquiry line. Applicants may find out whether or not their applications have been successful and the number of Hong Kong Offer Shares allocated to them, if any, by calling 2862 8669 between 9:00 a.m. and 10:00 p.m. from Wednesday, November 18, 2009 to Saturday, November 21, 2009;
- Special allocation results booklets setting out the results of allocations will be available for inspection during opening hours of individual branches and sub-branches from Wednesday, November 18, 2009 to Friday, November 20, 2009 at all the receiving bank branches and sub-branches at the addresses set out in this announcement.

Applicants who apply on **WHITE** Application Forms for 1,000,000 or more Hong Kong Offer Shares and have indicated in their application forms that they wish to collect refund cheques and (where applicable) Share certificates in person from the Hong Kong Share Registrar, may collect refund cheques and (where applicable) Share certificates in person from 9:00 a.m. to 1:00 p.m. on Wednesday, November 18, 2009. Identification and (where applicable) authorisation documents acceptable to the Hong Kong Share Registrar must be produced at the time of collection.

Applicants who apply on **YELLOW** application forms for 1,000,000 or more Hong Kong Offer Shares and have indicated in their application forms that they wish to collect refund cheques in person may collect their refund cheques (if any) but may not elect to collect their Share certificates, which will be deposited into CCASS for credit to their designated CCASS Participants' stock accounts or CCASS Investor Participant stock accounts, as appropriate. The procedure for collection of refund cheques for applicants who apply on **YELLOW** Application Forms for Shares is the same as that for **WHITE** Application Form applicants. Instead of using **YELLOW** Application Forms, applicants may give electronic application instruction to HKSCC to cause HKSCC Nominees to apply for the Hong Kong Offer Shares on their behalf via CCASS. Any Hong Kong Offer Shares allocated to such applicants will be registered in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock account or their designated CCASS Participant's stock account at the close of business on Wednesday, November 18, 2009 or, in the event of a contingency, on any other date HKSCC or HKSCC Nominees chooses.

Applicants who apply through the **White Form eIPO** for 1,000,000 Hong Kong Offer Shares or more, may collect their Share certificates (where applicable) in person from the Hong Kong Share Registrar, from 9:00 a.m. to 1:00 p.m. on Wednesday, November 18, 2009. Identification and (where applicable) authorisation documents acceptable to the Hong Kong Share Registrar must be produced at the time of collection. Applicants who apply through the **White Form eIPO** by paying the application monies through a single bank account, may have e-Refund payment instructions (if any) despatched to their application payment bank account on Wednesday, November 18, 2009. Applicants who apply through the **White Form eIPO** by paying the application monies through multiple bank accounts, may have refund cheque(s) despatched to the address specified in their **White Form eIPO** application on Wednesday, November 18, 2009, by ordinary post and at their own risk.

In relation to applicants on **WHITE** or **YELLOW** Application Forms who have applied for (i) less than 1,000,000 Hong Kong Offer Shares or (ii) 1,000,000 or more Hong Kong Offer Shares, but have not indicated on their Application Forms that they will collect their Share certificate(s) (where relevant) and refund cheque(s) (if any) in person, their refund cheque(s) and (where relevant) Share certificate(s) will be sent by ordinary post at the applicants' own risk to the addresses specified in the relevant Application Forms in the afternoon of Wednesday, November 18, 2009.

If you are applying using a **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC and your application is wholly or partially successful, your Share certificate will be issued in the name of HKSCC Nominees and deposited into CCASS for credit to your CCASS Investor Participant stock account or the stock account of any designated CCASS Participant giving **electronic application instructions** on your behalf or as instructed by you in your **YELLOW** Application Form at the close of business on Wednesday, November 18, 2009 or in the event of a contingency, on any other date as shall be determined by HKSCC or HKSCC Nominees. If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant), you can check the number of Hong Kong Offer Shares allocated to you (and the amount of refund money payable to you if you have instructed a CCASS Clearing/Custodian Participant to give **electronic application instructions** on your behalf) with that CCASS Participant. If you are applying as a CCASS Investor Participant, you should check the announcement published by the Company on Wednesday, November 18, 2009 (for CCASS Investor Participants applying by giving **electronic application instructions** to HKSCC, they can also check the application results via the CCASS Phone System and CCASS

Internet Systems) and report any discrepancies to HKSCC before 5:00 p.m. on Wednesday, November 18, 2009 or such other date as shall be determined by HKSCC or HKSCC Nominees. Immediately after the credit of the Hong Kong Offer Shares to your account, you can also check your new account balance via the CCASS Phone System and CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC will also make available to you an activity statement showing the number of Hong Kong Offer Shares credited to your CCASS Investor Participant stock account and (if you are applying by giving **electronic application instructions** to HKSCC) the amount of refund money (if any) credited to your designated bank account.

As at the date of this announcement, the directors of the Company are Madam Wu Yajun, Mr. Lin Chu Chang, Mr. Fang Shengtao, Mr. Chen Kai, Mr. Qin Lihong, Mr. Frederick Peter Churchouse*, Mr. Chan Chi On, Derek* and Dr. Xiang Bing*.

By order of the Board of Directors
Wu Yajun
Chairman

* *Independent non-executive director*

Hong Kong, Friday, November 6, 2009

Please also refer to the published version of this announcement in the South China Morning Post.