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# 新澤控股有限公司 New Heritage Holdings Ltd.

*(Incorporated in the Cayman Islands with limited liability)*

*(HKSE Stock Code: 95)*

## POSITIVE PROFIT ALERT

This announcement is made in accordance with Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to achieve a profit after tax for the year ended 31 December 2009 as compared to a loss for the year ended 31 December 2008. The Board considers that the improvement in the performance of the Group is mainly attributable to (i) the increase in revenue as well as gross profit of the Group's property projects; (ii) the completion and gain realised on the disposal of 10% interest in Key Apex Limited, a holding company of a property development project in Jiading, Shanghai; and (iii) positive fair value adjustments on investment properties of the Group.

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

This announcement is made by New Heritage Holdings Ltd. (the "Company", together with its subsidiaries, the "Group") in accordance with Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board (the "Board") of directors (the "Directors") of the Company hereby announces that during the course of reviewing the unaudited consolidated management accounts of the Group for the year ended 31 December 2009, it is noted that there is a possibility to achieve a profit after tax for the year ended 31 December 2009 as compared to a loss incurred for the year ended 31 December 2008 mainly attributable to the following reasons:

- (i) the increase in revenue as well as gross profit of the Group's property projects;
- (ii) the completion and gain realised on the disposal of 10% interest in Key Apex Limited, a holding company of a property development project in Jiading, Shanghai; and
- (iii) positive fair value adjustments on investment properties of the Group.

Information contained in this announcement is based on the preliminary assessments by the management of the Company during the course of reviewing the unaudited management accounts of the Group, which is for reference only and may be subject to adjustments, for the purpose of compiling the annual results of the Company for the year ended 31 December 2009. The annual results of the Group for the year ended 31 December 2009 (the "2009 Annual Results") have not been audited by the auditors of the Company as at the date of this announcement. Therefore, it remains subject to finalisation and necessary adjustments. Detailed financial information of the Company will be disclosed in the 2009 Annual Results which is expected to be announced in or around March 2010. Shareholders of the Company and potential investors are advised to read the 2009 Annual Results with care when it is published.

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

By order of the Board  
**New Heritage Holdings Ltd.**  
**TAO Richard**  
Vice Chairman

Hong Kong, 1 February 2010

*As at the date of this announcement, the Board comprises Mr. TAOCHAI FU Choofuang (Chairman), Mr. TAO Richard (Vice Chairman), Mr. TAO Paul (Managing Director), Mr. KONG Mui Sum Lawrence and Mr. YIM Chun Leung as executive Directors and Mr. CHAN Bernard Charnwut as non-executive Director and Mr. WONG Gary Ka Wai, Mr. SUN Leland Li Hsun and Mr. CHAN Norman Enrique as independent non-executive Directors.*