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SHUN HO TECHNOLOGY HOLDINGS LIMITED

(incorporated in Hong Kong with limited liability)
(Stock Code: 219)

2010 INTERIM RESULTS

RESULTS

The board of directors (the "Board") of Shun Ho Technology Holdings Limited (the "Company") announces that the unaudited consolidated profit after taxation of the Company and its subsidiaries (together the "Group") for the six months ended 30th June, 2010 amounted to approximately HK\$185,474,000 (six months ended 30th June, 2009: HK\$55,819,000) and the unaudited consolidated profit after non-controlling interests of the Group for the six months ended 30th June, 2010 amounted to HK\$106,307,000 (six months ended 30th June, 2009: HK\$33,824,000). The unaudited consolidated results of the Group for the period, together with comparative figures for the previous period, are as follows:

Condensed Consolidated Statement of Comprehensive Income

For the six months ended 30th June, 2010

· · · · · · · · · · · · · · · · · · ·		Six montl	ns ended
	NOTES	30.6.2010 <i>HK</i> \$'000 (unaudited)	30.6.2009 <i>HK</i> \$'000 (unaudited)
Revenue Cost of sales Other service costs Depreciation and release of prepaid lease payments for land	3	141,763 (1,772) (46,742) (13,340)	121,483 (1,948) (46,947) (14,669)
Gross profit		79,909	57,919
Gain on fair value changes of investment properties Other income (Loss) gain on fair value changes of investments held for		152,030 8,100	23,000 7,310
trading		(1)	6
Loss on disposal of a subsidiary Administrative expenses - Depreciation - Others		$ \begin{array}{c} (19) \\ (10,744) \\ \hline (2,412) \\ (8,332) \end{array} $	(10,753) (2,676) (8,077)
Other expenses		(5,931)	(5,209)
Finance costs	5	(2,409)	(5,899)
Profit before taxation Income tax expense	6	220,935 (35,461)	66,374 (10,555)
Profit for the period	7	<u>185,474</u>	55,819
Other comprehensive income (expense)			
Exchange differences arising on translation of foreign operations Gain (loss) on fair value changes of available-for-sale		(351) 10,016	34 (19,406)
investments			
Other comprehensive income (expense) for the period		9,665	(19,372)
Total comprehensive income for the period	1	<u>195,139</u>	<u>36,447</u>

Condensed Consolidated Statement of Comprehensive Income (continued) For the six months ended 30th June, $2010\,$

		Six mont	hs ended
		30.6.2010	30.6.2009
	Note	HK\$'000	HK\$'000
		(unaudited)	(unaudited)
Profit for the period attributable to:			
Owners of the Company		106,307	33,824
Non-controlling interests		<u>79,167</u>	21,995
		<u> 185,474</u>	55,819
Total comprehensive income attributable to:			
Owners of the Company		111,787	22,841
Non-controlling interests		83,352	13,606
		<u> 195,139</u>	36,447
		HK cents	HK cents
Earnings per share			
Basic and dulited	8	<u>22.67</u>	<u>7.41</u>

Condensed Consolidated Statement of Financial Position At 30th June, 2010

	NOTES	30.6.2010 <i>HK</i> \$'000 (unaudited)	31.12.2009 <i>HK</i> \$'000 (restated)
Non-current assets Property, plant and equipment Prepaid lease payments for land		930,059 59,608	932,306 60,182
Investment properties Properties under development Available-for-sale investments		2,139,820 1,599,664 63,382	1,987,790 1,545,202 53,366
Current assets		4,792,533	4,578,846
Inventories		517	647
Properties for sale Investments held for trading		21,650 6	21,650 7
Prepaid lease payments for land		1,502	1,502
Trade and other receivables Other deposits and prepayments	10	7,856 5,245	11,262 4,570
Tax recoverable		3,245 3,301	3,301
Trade balance due from immediate holding company		29	29
Pledged bank deposits Bank balances and cash		110 56,011	110 36,731
Assets classified as held for sale		96,227 1,716	79,809 4,853
		97,943	84,662
Current liabilities			
Trade and other payables	11	26,582	24,667
Rental and other deposits received Advance from immediate holding company		20,942 2,147	12,709 2,721
Advance from ultimate holding company		60,825	60,917
Tax liabilities		21,709	10,355
Bank loans		563,933	567,425
Liabilities associated with assets classified as held for sale		696,138	678,794 353
		696,138	679,147
Net current liabilities		(598,195)	(594,485)
Total assets less current liabilities		4,194,338	<u>3,984,361</u>
Capital and reserves			
Share capital Share premium and reserves		268,538 1,886,739	268,538
Equity attributable to owners of the Company Non-controlling interests		2,155,277 1,205,516	2,043,490 1,124,746
N		3,360,793	3,168,236
Non-current liabilities Rental deposits received Bank loans Deferred tax liabilities		11,281 476,000 346,264	18,102 476,000 322,023
		833,545	<u>816,125</u>
		4,194,338	3,984,361

1. BASIS OF PREPARATION

The condensed consolidated financial statements have been prepared in accordance with the applicable disclosure requirements of Appendix 16 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and with Hong Kong Accounting Standard ("HKAS") 34 "Interim Financial Reporting" issued by the Hong Kong Institute of Certified Public Accountants (the "HKICPA").

2. PRINCIPAL ACCOUNTING POLICIES

The condensed consolidated financial statements have been prepared on the historical cost basis except for investment properties and certain financial instruments, which are measured at fair values.

The accounting policies used in the condensed consolidated financial statements are consistent with those followed in the preparation of the Group's annual financial statements for the year ended 31st December, 2009, except as described below.

In the current interim period, the Group has applied, for the first time, the following new and revised standards, amendments and interpretations ("new and revised HKFRSs") issued by the HKICPA:

HKFRSs (Amendments) Amendment to HKFRS 5 as part of Improvements to

HKFRSs 2008

HKFRSs (Amendments) Improvements to HKFRSs 2009

HKAS 39 (Amendment) Eligible Hedged Items

HKFRS 1 (Amendment) Additional Exemptions for First-time Adopters

HKFRS 2 (Amendment) Group Cash-settled Share-based Payment Transactions

HK(IFRIC) - Int 17 Distributions of Non-cash Assets to Owners

Except as described below, the adoption of these new and revised HKFRSs has had no material effect on the condensed consolidated financial statements of the Group for the current or prior accounting periods.

Amendment to HKAS 17 "Leases"

As part of "Improvements to HKFRSs" issued in 2009, HKAS 17 "Leases" has been amended in relation to the classification of leasehold land. Before the amendment to HKAS 17, the Group was required to classify leasehold land as operating leases and to present leasehold land as prepaid lease payments for land in the condensed consolidated statement of financial position. The amendment to HKAS 17 has removed such a requirement. The amendment requires the classification of leasehold land should be based on the general principles set out in HKAS 17, that is, whether or not substantially all the risks and rewards incidental to ownership of a leased asset have been transferred to the lessee.

In accordance with the transitional provisions set out in the amendment to HKAS 17, the Group reassessed the classification of unexpired leasehold land as at 1st January, 2010 based on information that existed at the inception of the leases. Leasehold lands that qualify for finance lease classification have been reclassified from prepaid lease payments for land to property, plant and equipment and properties under development retrospectively. This resulted in a reclassification from prepaid lease payments for land with a previous carrying amount of HK\$1,255,964,000 at 1st January, 2009 to property, plant and equipment and properties under development that are measured at cost model. No profit or loss items are affected as a result of the reclassification.

2. PRINCIPAL ACCOUNTING POLICIES (continued)

The effect of changes in accounting policies described above on the financial positions of the Group as at 31st December, 2009 is as follows:

	As at 31.12.2009		As at 31.12.2009
	(originally stated)	Adjustments	<u>(restated)</u>
	HK\$'000	HK\$'000	HK\$'000
Property, plant and equipment	395,070	537,236	932,306
Properties under development	843,299	701,903	1,545,202
Prepaid lease payments for land	1,300,823	(1,239,139)	61,684
Total effects on net assets	2,539,192	<u>-</u> _	2,539,192

The effect of changes in accounting policies described above on the financial positions of the Group as at 1st January 2009, is as follows:

	As at		As at
	1.1.2009		1.1.2009
	(originally stated)	<u>Adjustments</u>	(restated)
	HK\$'000	HK\$'000	HK\$'000
Property, plant and equipment	418,522	547,772	966,294
Properties under development	741,914	708,192	1,450,106
Prepaid lease payments for land	1,313,841	(1,255,964)	57,877
Total effects on net assets	2,474,277	<u> </u>	2,474,277

3. REVENUE

Revenue represents the aggregate of income from operation of hotels and property rental, and is analysed as follows:

	Six months ended	
	30.6.2010	30.6.2009
	HK\$'000	HK\$'000
	(unaudited)	(unaudited)
Income from operation of hotels	96,615	78,744
Property rental	45,148	42,739
	<u>141,763</u>	121,483

4. SEGMENT INFORMATION

The Group's operating segments, based on information reported to the chief operating decision maker, Chairman of the Company, for the purpose of resources allocation and performance assessment are as follows:

- 1. Hospitality services Ramada Hotel Kowloon
- 2. Hospitality services Ramada Hong Kong Hotel
- 3. Hospitality services Best Western Hotel Taipa, Macau
- 4. Hospitality services Magnificent International Hotel, Shanghai
- 5. Property investment 633 King's Road
- 6. Property investment Shun Ho Tower
- 7. Property investment Shops
- 8. Securities investment and trading
- 9. Property development 239-251 Queen's Road West
- 10. Property development 19-23 Austin Avenue
- 11. Property development 30-40 Bowrington Road
- 12. Property development 338-346 Queen's Road West

The following is an analysis of the Group's revenue and results by operating segment for the periods under review:

	Segment r Six months		Segment pro Six months	
	30.6.2010 <i>HK</i> \$'000 (unaudited)	30.6.2009 <i>HK</i> \$'000 (unaudited)	30.6.2010 <i>HK</i> \$'000 (unaudited)	30.6.2009 <i>HK</i> \$'000 (unaudited)
Hospitality services - Ramada Hotel Kowloon - Ramada Hong Kong Hotel - Best Western Hotel Taipa, Macau - Magnificent International Hotel, Shanghai	96,615 27,920 35,455 22,174 11,066	78,744 23,961 29,572 18,450 6,761	34,976 5,819 16,577 9,277 3,303	16,293 1,568 9,815 5,690 (780)
Property investment - 633 King's Road - Shun Ho Tower - Shops Securities investment and trading	45,148 31,838 8,849 4,461	42,739 30,323 7,902 4,514	196,963 141,724 29,677 25,562	64,626 29,423 23,919 11,284
Property development - 239-251 Queen's Road West - 19-23 Austin Avenue - 30-40 Bowrington Road - 338-346 Queen's Road West	- - - -		- - - -	-
Other income Other expenses Loss on disposal of a subsidiary Central administration costs and directors' salaries Finance costs	<u>141,763</u>	<u>121,483</u>	231,938 8,100 (5,931) (19) (10,744) (2,409)	80,925 7,310 (5,209) - (10,753) (5,899)
Profit before taxation			<u>220,935</u>	66,374

4. SEGMENT INFORMATION (continued)

The following is an analysis of the Group's assets by operating segment:

	As at 30.6.2010 <i>HK\$</i> '000 (unaudited)	As at 31.12.2009 <i>HK\$</i> ′000 (audited)
Segment assets Hospitality services - Ramada Hotel Kowloon - Ramada Hong Kong Hotel - Best Western Hotel Taipa, Macau - Magnificent International Hotel, Shanghai	882,688 312,121 344,834 136,236 89,497	896,417 318,998 348,849 137,656 90,914
Property investment - 633 King's Road - Shun Ho Tower - Shops Securities investment and trading	2,143,102 1,422,786 417,016 303,300	1,993,190 1,315,099 395,890 282,201 53,411
Property development - 239-251 Queen's Road West - 19-23 Austin Avenue - 30-40 Bowrington Road - 338-346 Queen's Road West	1,600,668 357,353 700,590 334,700 208,025	1,545,438 351,528 690,113 297,771 206,026
Unallocated assets	4,689,885 200,591 4,890,476	4,488,456 175,052 4,663,508

5. FINANCE COSTS

	Six months ended	
	30.6.2010	30.6.2009
	HK\$'000	HK\$'000
	(unaudited)	(unaudited)
Interests on:		
Bank loans wholly repayable within five years	5,489	13,038
Advance from ultimate holding company	332	371
Advance from immediate holding company	13	83
Other	<u> </u>	<u> </u>
	5,845	13,508
Less: amount capitalised in properties under development	(3,436)	(7,609)
	<u>2,409</u>	5,899

6. INCOME TAX EXPENSE

	Six mo	onths ended
	30.6.2010	30.6.2009
	HK\$'000	HK\$'000
	(unaudited)	(unaudited)
Current tax		
Hong Kong	9,315	4,099
The People's Republic of China ("PRC")	985	-
Other jurisdiction	840	409
•	11,140	4,508
Deferred tax		
Current period	24,321	6,047
•	<u>35,461</u>	10,555

Hong Kong Profits Tax is recognised based on management's best estimate of the weighted average annual income tax rate expected for the full financial year. The estimated weighted average annual tax rate used is 16.5% for the six months ended 30th June, 2010 (six months ended 30th June, 2009: 16.5%).

Taxation arising in other jurisdiction is recognised based on management's best estimate of the weighted average annual income tax rate expected for the full financial year prevailing in the relevant jurisdictions.

7. PROFIT FOR THE PERIOD

	Six months ended	
	30.6.2010	30.6.2009
	HK\$'000	HK\$'000
	(unaudited)	(restated)
Profit for the period has been arrived at after charging (crediting):		
Release of prepaid lease payments for land	751	751
Depreciation of property, plant and equipment	15,001	16,594
Interest on bank deposits, included in other income	(4)	(43)
Gain on disposal of property, plant and equipment,		
included in other income	<u>-</u>	(255)

8. EARNINGS PER SHARE

The calculation of the basic and diluted earnings per share attributable to the owners of the Company is based on the following data:

Earnings

	Six months ended	
	30.6.2010 <i>HK</i> \$'000 (unaudited)	30.6.2009 <i>HK</i> \$'000 (unaudited)
Profit for the period and profit for the purposes of basic and diluted earnings per share	106,307	33,824
Number of shares	'000 (unaudited)	'000 (unaudited)
Number of ordinary shares for the purposes of basic and diluted earnings per share	<u>468,937</u>	456,117

The computation of diluted earnings per share does not assume the conversion of the Group's outstanding mandatory convertible bonds since their assumed conversion would result in an increase in earnings per share for both periods.

9. DIVIDEND

No dividends were paid, declared or proposed during the reported period. The directors have resolved not to declare an interim dividend for the current period (six months ended 30th June, 2009: nil).

10. TRADE AND OTHER RECEIVABLES

Except for a credit period of 30 to 60 days granted to travel agencies and customers of the hotels, the Group does not allow any credit period to its other customers. The following is an analysis of trade receivables by age, presented based on the invoice date, at the end of reporting period:

	As at 30.6.2010 <i>HK\$</i> '000 (unaudited)	As at 31.12.2009 <i>HK\$</i> '000 (audited)
Not yet due 0-30 days 31-60 days Over 60 days	1,316 4,885 653 6,854	3,729 5,556 960 6 10,251
Analysed for reporting as:		
Trade receivables Other receivables	6,854 1,002 7,856	10,251 1,011 11,262

11. TRADE AND OTHER PAYABLES

The following is an analysis of trade payables by age, presented based on the invoice date, at the end of the reporting period:

	As at 30.6.2009 <i>HK\$'000</i> (unaudited)	As at 31.12.2009 <i>HK\$'000</i> (audited)
0-30 days 31-60 days Over 60 days	12,375 11 1,229 13,615	7,826 1,237 369 9,432
Analysed for reporting as:		
Trade payables Other payables	13,615 12,967 26,582	9,432 15,235 24,667

INTERIM DIVIDEND

The Board has resolved not to declare an interim dividend for the six months ended 30th June, 2010 (six months ended 30th June, 2009: nil).

MANAGEMENT DISCUSSION AND ANALYSIS

The unaudited consolidated profit after non-controlling interests of the Group for the six months ended 30th June, 2010 amounted to HK\$106,307,000 (six months ended 30th June, 2009: HK\$33,824,000).

During the year under review, the Group through its major subsidiary, Magnificent Estates Limited ("Magnificent Estates"), continued with its operations of property investment, properties development and operation of hotels.

• For the year ended 30th June, 2010, the Group's income was mostly derived from the aggregate of income from operation of hotels and properties rental income.

The hotels operation income increased by 23% to HK\$97 million (30.6.2009: HK\$79 million). The increase of revenue for the period was due to substantial hotel improvement in hotel revenue and reduction of operating costs.

The properties rental income was derived from office buildings of Shun Ho Tower, 633 King's Road and shops from Ramada Hotel Kowloon, Ramada Hong Kong Hotel and Best Western Hotel Taipa, Macau amounted to HK\$45 million (30.6.2009: HK\$43 million). The growth was derived from 633 King's Road. At the date of this announcement, 633 King's Road provided an annual rental income of HK\$71 million (excluding rates and management fee).

Other income amounted to HK\$8.1 million (30.6.2009: HK\$7.3 million) which was mostly property management fee income of HK\$7.7 million (30.6.2009: HK\$7 million) with related expenses of HK\$5.9 million (30.6.2009: HK\$5.2 million).

• Overall service costs for the Group for the period was HK\$47 million (30.6.2009: HK\$47 million), which HK\$46.5 million (30.6.2009: HK\$46 million) was for the hotel operations including food and beverage and costs of sales and HK\$0.5 million (30.6.2009: HK\$1 million) was mainly for leasing commission paid for investment properties. The leasing commissions paid for the leased premises represent total commissions payable for the three years of rental period.

Administrative expenses of HK\$8 million which was the same as last period for corporate management office including directors' fees, salaries for executive staff and employees, rental, marketing expenses and office expenses.

Other expenses were property management expenses of HK\$5.9 million (30.6.2009: HK\$5.2 million).

• At 30th June, 2010, the overall debt of the Group was HK\$1,103 million (31.12.2009: HK\$1,107 million). All the debt was borrowed by Magnificent Estates Group. The gearing ratio of the Group (including Magnificent Estates Group) was approximately 33% (31.12.2009: 35%) in terms of bank borrowings of HK\$1,040 million (31.12.2009: HK\$1,043 million) and HK\$63 million (31.12.2009: HK\$64 million) was advance from shareholders against funds employed of HK\$3,361 million (31.12.2009: HK\$3,168 million).

The Group's bank borrowings carry interest at floating rates and are mainly denominated in Hong Kong dollar. Accordingly, the exchange risk of the Group is minimal. During the period under review, there was no significant change in the Group's staffing level, remuneration and benefit. Remuneration and benefit were set with reference to the market.

• For the period under review, the investment properties such as Shun Ho Tower and shops in Ramada Hotel Kowloon, Ramada Hong Kong Hotel and Best Western Hotel Taipa, Macau remained fully let. It is expected that the rental revenue from these properties will have modest increase in 2010.

As at the date of this announcement, the leasing of the grade A office building at 633 King's Road achieved HK\$71 million (excluding rates and management fee) per annum. The management envisages the office building will have modest rental increase in 2010 as most leases are due for renewal.

For the period under review, there was no significant property being disposed of. The houses at Gold Coast, New Territories are already available for leasing and rental income.

• In the coming year, it is envisaged that the hotel business would be improving due to the recovery of world economy thus more business travelling. The leisure travelling continues to improve due to continuous increase of inbound tour from global interests in Asia and implementation of the CEPA and further relaxation of mainlanders to travel freely. The management of the hotels will endeavour to maintain the high occupancy but will focus on obtaining higher room rates.

Nos. 239-251 Queen's Road Hotel Development

A 435 rooms hotel development has been approved by the relevant authorities. Foundation work was completed. Superstructure construction contract has been awarded. The recent commencement of development of the Western MTR Line will improve future value of this property significantly.

Nos. 338 -346 Queen's Road Hotel Development

A 214 serviced apartment hotel development has been approved to be built. Foundation contract was already awarded. Approval has been obtained to increase the plot ratio from 12 to 13.2 with no land premium payment required. The recent commencement of development of the Western MTR Line will improve future value of this property significantly.

Nos. 19-23 Austin Avenue, Tsimshatsui Hotel Development

Approval has been obtained to increase from 300 rooms to 400 rooms hotel development. Foundation piling was completed. Commencement of superstructure construction is expected to begin this Autumn.

Nos. 30-40 Bowrington Road, Causeway Bay

A 265 rooms hotel development has been approved by the relevant authorities. Superstructure construction is in progress and completion expected in Autumn 2010. The new hotel will be named as the Best Western Hotel 華麗精品酒店.

Looking ahead, the management expects 2010 will be a much improved year for hotel operation. The hotels occupancy remain high because of the increasing leisure travelling from the PRC and their further visa relaxation. The hotels room rates will increase due to the return of higher yield commercial travellers because of the global economic recovery. With the signs of many global economic recovery, the world's economic activities should resume normal at later part of this year. Thus, the management expects higher yield commercial travellers will return in trade fair seasons that will compliment the already busy leisure travelling market which will result in room rates and revenue recovery.

The improving hotel business will help to increase the Group's overall turnover. The rental incomes of the commercial buildings and shops are expected to enjoy modest increase since most leases are due for renewal in 2010/2012.

The low interest rate environment and tight land supply government policy backs the demand in the local property market that benefits the Group's property portfolio especially the office buildings in Central and North Point. The conservative 17% debt ratio ensures the Group's stability over any further unforeseeable global financial turmoils.

The management will continue to adopt a conservative approach and to make best endeavour to complete the construction of the four new hotels in Hong Kong to substantially increase the earning base and value for the Group. In view of the substantial construction costs outlay for 2010 to 2011, the management is trying best endeavour to streamline cashflow in order to ensure the Group's future obligations are met.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

There was no purchase, sale or redemption of the Company's listed securities by the Company or any of its subsidiaries during the period.

CORPORATE GOVERNANCE

(a) Compliance with the Code on Corporate Governance Practices

During the period, the Company has complied with the code provisions set out in the Code of Corporate Governance Practices (the "Code") contained in Appendix 14 of the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") except the following:

Code Provision A.2.1

The Company does not have separate appointments for Chairman and Chief Executive Officer. Mr. William Cheng Kai Man holds both positions. The Board believes that vesting the roles of both Chairman and Chief Executive Officer in the same person enables the Company to have a stable and consistent leadership. It will also facilitate the planning and execution of the Company's strategy and is hence, for the interests of the Company and its shareholders.

Code Provision A.4.1

Non-executive directors of the Company have no set term of office but retire from office on a rotational basis at least once every three years. According to the articles of association of the Company, every director shall be subject to retirement by rotation at least once every three years. The Company considers that sufficient measures have been taken to ensure that its corporate governance practices are no less exacting than those in the Code.

(b) Compliance with the Model Code

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code") set out in Appendix 10 of the Listing Rules as the code of conduct regarding securities transactions by the directors. Having made specific enquiry of all directors, the Company confirmed that all directors have complied with the required standard set out in the Model Code.

REVIEW BY THE AUDIT COMMITTEE

The audit committee has reviewed the unaudited financial results of the Group for the six months ended 30th June, 2010.

By Order of the Board

William CHENG Kai Man
Chairman

Hong Kong, 30th August, 2010

As at the date hereof, the Board comprises six Directors, of which two are Executive Directors, namely Mr. William Cheng Kai Man and Mr. Albert Hui Wing Ho; a Non-executive Director, Madam Mabel Lui Fung Mei Yee; and three are Independent Non-executive Directors, namely Mr. Vincent Kwok Chi Sun, Mr. Chan Kim Fai and Mr. Hui Kin Hing.