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## **SUN CENTURY GROUP LIMITED**

**太陽世紀集團有限公司\***

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1383)

### **PROFIT WARNING**

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the period from 1 January 2012 to 30 June 2012, the Group is expected to record a loss for the six months ended 30 June 2012, as compared to the profit recorded in the corresponding period of 2011.

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

This announcement is made by Sun Century Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and the potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the period from 1 January 2012 to 30 June 2012, the Group is expected to record a loss for the six months ended 30 June 2012, as compared to the profit recorded in the corresponding period in 2011. Such expected loss was principally due to the following reasons:

- (i) the decrease in the Group’s turnover, was due to a significant decrease in gross floor area sold and delivered of our Shenzhen Hong Long Century Plaza in Shenzhen, in the six months ended 30 June 2012 as compared with the corresponding period of 2011; and
- (ii) as disclosed in the interim report 2011 of the Group, a gain on derecognition of available-for-sale financial assets of RMB33,306,000 and a gain on disposal of subsidiaries of RMB82,594,000 were recognised as an income of the Group for the six months ended 30 June 2011, where no such amount would be recognised in the current period.

\* For identification purpose only

The Company is still in the process of finalizing its interim results for the six months ended 30 June 2012. The information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited consolidated management accounts of the Group, which have not yet been audited or reviewed by the auditor of the Company and may be subject to adjustments. The results of the Company for the six months ended 30 June 2012 are expected to be announced before the end of August 2012.

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

By order of the Board  
**Sun Century Group Limited**  
**Chau Cheok Wa**  
*Chairman*

Hong Kong, 16 August 2012

*As at the date of this announcement, the executive Directors are Mr. CHAU Cheok Wa, Ms. YEUNG So Mui, Ms. CHENG Mei Ching, Ms. YEUNG So Lai and Mr. QIU Bin; and the independent non-executive Directors are Mr. TOU Kin Chuen and Dr. WU Kam Fun Roderick*