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首長四方（集團）有限公司*
SHOUGANG CONCORD GRAND (GROUP) LIMITED
(Incorporated in Bermuda with limited liability)
(Stock Code: 730)

PROFIT WARNING

This announcement is made by the Company pursuant to rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions of Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that the profit attributable to owners of the Company in its consolidated accounts for the year ended 31 December 2012 is expected to decline significantly as compared with that for the year 2011.

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

This announcement is made by Shougang Concord Grand (Group) Limited (the “Company”, the Company together with its subsidiaries, the “Group”) pursuant to rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “SFO”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on the unaudited consolidated management accounts of the Company for the year ended 31 December 2012 and the information currently available, the profit attributable to owners of the Company in its consolidated accounts for the year ended 31 December 2012 is expected to decline significantly as compared with that for the year 2011. Such decline is primarily attributable to the following factors:

- (1) As disclosed in the 2012 interim report of the Company, the Group recorded a share of loss from a principal associate for the first half of 2012 as compared to a share of profit from such associate for the corresponding period last year. Based on the information currently available, the Group will record a significant decline in the share of profit as compared with that for the year 2011, or a share of loss, from the same principal associate for the year ended 31 December 2012; and

- (2) As disclosed in the 2012 interim report of the Company, the Group completed the selling of certain of its properties during the first half of 2012 and as a result of that, there has been a significant decline in the fair value gain of the Group's investment properties for the year ended 31 December 2012 as compared with the year 2011.

Notwithstanding the above, every core business of the Group achieves stable growth and the performance of the Group's principal operations for the year ended 31 December 2012 shows an improvement as compared with that for the year 2011.

As the Company is still in the process of finalizing its consolidated annual results for the year ended 31 December 2012, the information contained in this announcement is only a preliminary assessment by the Company based on the consolidated management accounts of the Company and the information currently available, which have not yet been audited. The annual results announcement of the Company for the year ended 31 December 2012 will be published in late March 2013.

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

By Order of the Board
Shougang Concord Grand (Group) Limited
Li Shaofeng
Chairman

Hong Kong, 8 February 2013

As at the date of this announcement, the Board comprises Mr. Li Shaofeng (Chairman), Mr. Luo Zhenyu (Managing Director), Mr. Wang Tian (Deputy Managing Director), Mr. Yuan Wenxin (Deputy Managing Director), Mr. Leung Shun Sang, Tony (Non-executive Director), Mr. Tam King Ching, Kenny (Independent Non-executive Director), Ms. Zhou Jianhong (Independent Non-executive Director) and Mr. Yip Kin Man, Raymond (Independent Non-executive Director).

** For identification purpose only*