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方興地產

FRANSHION PROPERTIES (CHINA) LIMITED

方興地產（中國）有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 00817)

POSITIVE PROFIT ALERT

This announcement is made by Franshion Properties (China) Limited (the “**Company**”) pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) of the Company would like to inform the shareholders of the Company and potential investors that, based on the information currently available, it is expected that there will be a significant increase in the unaudited profit attributable to owners of the Company and its subsidiaries (the “**Group**”) for the six months ended 30 June 2013 as compared to the same period in 2012, mainly due to the significant increase in the amount of properties sold by the Group which had been completed and delivered during the six months ended 30 June 2013 as compared to the same period last year.

The information contained herein is only a preliminary assessment by the Board based on the unaudited management accounts of the Group which have not been confirmed or reviewed by the auditors of the Company or the Audit Committee of the Company as at the date of this announcement. Shareholders of the Company and potential investors should carefully read the details of the interim results of the Group for the six months ended 30 June 2013, which will be published by the Company in August 2013.

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
Franshion Properties (China) Limited
HE Cao
Chairman

Hong Kong, 29 July 2013

As at the date of this announcement, the Directors of the Company are Mr. HE Cao (Chairman), Mr. LI Congrui and Mr. HE Binwu as Executive Directors; Ms. LI Xuehua (Vice Chairman) and Ms. SHI Dai as Non-executive Directors; Mr. LAU Hon Chuen, Ambrose, Mr. SU Xijia and Mr. LIU Hongyu as Independent Non-executive Directors.