MOMA

MODERN LAND (CHINA) CO., LIMITED
當代置業（中國）有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1107)

POSITIVE PROFIT ALERT

This announcement is made by Modern Land (China) Co., Limited (the "Company" and, together with its subsidiaries, the "Group") pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules")) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09(2) of the Listing Rules.

The board of directors (the "Board") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the Group's latest unaudited management accounts and the information currently available to the Group, the operating profit (representing gross profit less administrative expenses and selling and distribution expenses) for the six months ended 30 June 2014 of the Group is expected to record an increase of more than 50% as compared with those of the corresponding period in 2013. Based on the information currently available to the Company, the Board considers that the improvement is mainly due to the Company's differentiated green product offering and the strong demand for a more comfortable living environment which contributed to the significant growth in revenue and gross profit of the Company, as well as sustained a gross margin of above 40% for the six months ended 30 June 2014. Further, the Company also maintained prudence in cost control, and thus the operating profit posted significant growth, reaffirming the success of the Company's long-term strategy.

As the Company is still preparing and finalizing its unaudited consolidated accounts for the six months ended 30 June 2014, which are still being reviewed by the independent auditor of the Company and have not been reviewed and approved by the Company's audit committee, the information contained in this announcement is only based on information currently available to the Company and the Company's preliminary review of the consolidated management accounts of the Group for the six months ended 30 June 2014, and is not based on any figures or information audited or reviewed by the auditor or the audit committee of the Company. Shareholders and potential investors are advised to read carefully the consolidated interim results announcement of the Group for the six months ended 30 June 2014, which is expected to be published before the end of August 2014.

The information contained in this announcement is only the preliminary assessment made by the Company and has not been audited by its auditors. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Modern Land (China) Co., Limited
Zhang Lei
Chairman

Hong Kong, 18 July 2014

As at the date of this announcement, the Board comprises eight directors, namely executive directors of the Company: Mr. Zhang Lei, Mr. Zhang Peng, Mr. Chen Yin, Mr. Fan Qingguo and Mr. Zhong Tianxiang, and independent non-executive directors of the Company: Mr. Qin Youguo, Mr. Cui Jian and Mr. Hui Chun Ho, Eric.