Overseas Chinese Town (Asia) Holdings Limited
華僑城(亞洲)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 03366)

POSITIVE PROFIT ALERT

This announcement is made by Overseas Chinese Town (Asia) Holdings Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Company wishes to inform its shareholders and potential investors that based on preliminary estimation by the Company, the net profit attributable to shareholders of the Company for the six months ended 30 June 2016 (the "2016 Interim Period") is expected to record an significant increase as compared to the financial figures as disclosed for the corresponding period in the previous year. The estimated increase is primarily due to the substantial increase in share of profit from Beijing Guangying Residential Property Development Limited (北京廣盈房地產開發有限公司) (an associate of the Company) and Overseas Chinese Town (Shanghai) Land Company Limited (華僑城(上海)置地有限公司) (a subsidiary of the Company).

The above estimated results for the 2016 Interim Period contained in this announcement are based on the Company's preliminary estimates and have not been audited or reviewed by the Company's auditors. The specific and accurate financial figures will be officially disclosed in the 2016 interim results announcement to be published by the Company on 11 August 2016.

Investors are reminded to consider the risks involved in making investment decisions.

By order of the Board of
Overseas Chinese Town (Asia) Holdings Limited
Yao Jun
Chairman

Hong Kong, 8 August 2016

As at the date of this announcement, the board of directors of the Company comprises seven Directors, namely: Mr. Yao Jun, Ms. Xie Mei and Mr. Lin Kaihua as executive Directors; Mr. Zhou Ping as non-executive Director; Mr. Lu Gong, Ms. Wong Wai Ling and Professor Lam Sing Kwong Simon as independent non-executive Directors.