Midland Holdings Limited
美聯集團有限公司*
(Incorporated in Bermuda with limited liability)
(Stock Code: 1200)

POSITIVE PROFIT ALERT

This announcement is made by Midland Holdings Limited (the "Company", and 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 the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "Board") is pleased to inform the shareholders of the Company and potential investors that based on a preliminary review of the unaudited consolidated management accounts of the Group and other information currently available to the Group, the Group has recorded a consolidated net profit attributable to equity holders of approximately HK$120 million for the five months ended 31 May 2017 and the Group is expected to record a consolidated net profit attributable to equity holders for the six months ending 30 June 2017 as compared to the consolidated net loss attributable to equity holders of approximately HK$134 million for the six months ended 30 June 2016. The turnaround of the Group's results is mainly attributable to:

1. the Group strengthened its market position in Hong Kong;

2. the number and value of residential sales transactions in Hong Kong posted an appreciable increase in the first five months of 2017 as compared to that of 2016; and

3. improvement in resources allocation which resulted in higher cost efficiency.

The information contained in this announcement is only based on a preliminary review of the unaudited consolidated management accounts of the Group and other information currently available to the Group. The financial results of the Group for the six months ending 30 June 2017 will be set out in the interim results announcement of the Company to be published before the end of August 2017.

For identification purpose only

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
Midland Holdings Limited
MUI Ngar May, Joel
Company Secretary

Hong Kong, 20 June 2017

As at the date of this announcement, the Board comprises nine Directors, of which five are Executive Directors, namely Mr. WONG Kin Yip, Freddie, Ms. TANG Mei Lai, Metty, Ms. WONG Ching Yi, Angela, Mr. WONG Tsz Wa, Pierre and Mr. CHEUNG Kam Shing; one is Non-Executive Director, namely Ms. IP Kit Yee, Kitty; and three are Independent Non-Executive Directors, namely Mr. KOO Fook Sun, Louis, Mr. SUN Tak Chiu and Mr. WONG San.