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$170 million for the eleven months ended 30 November 2017 and the Group expects to record a substantial increase in the consolidated net profit attributable to equity holders for the year ending 31 December 2017 as compared to the consolidated net profit attributable to equity holders of approximately HK$11 million for the year ended 31 December 2016. The improvement of the Group's results is mainly attributable to:

1. the year-on-year increase in market transaction activity of the Hong Kong residential market in the first eleven months of 2017;

2. the increase in market share in the Hong Kong residential market;

3. effective reallocation and efficient utilization of resources; and

4. the implementation of costs control measures in response to the property market slowdown and challenging operating environment in major cities of mainland China.

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 year ending 31 December 2017 will be set out in the annual results announcement of the Company to be published before the end of March 2018.

**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 of
Midland Holdings Limited
MUI Ngar May, Joel
Company Secretary

Hong Kong, 22 December 2017

As at the date of this announcement, the Board comprises eight Directors, of which four are Executive Directors, namely Mr. WONG Kin Yip, Freddie, Ms. WONG Ching Yi, Angela, Mr. WONG Tsz Wa, Pierre and Mr. CHEUNG Kam Shing; one is Non-Executive Director, namely Mr. WONG Wing Cheung Dennis; and three are Independent Non-Executive Directors, namely Mr. HO Kwan Tat, Ted, Mr. SUN Tak Chiu and Mr. WONG San.