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APPLIED DEVELOPMENT HOLDINGS LTD.

實力建業集團有限公司 *

(Incorporated in Bermuda with limited liability)

(Stock code: 519)

**ANNOUNCEMENT PURSUANT TO
RULE 3.7 OF THE TAKEOVERS CODE**

Reference is made to the Company's announcement dated 9 October 2013 (the "Announcement") advising shareholders of the Company that the Board had been informed by the Managing Director of the Company, Mr. Hung, that he had been approached by the Potential Purchaser in connection with the Possible Offer. Unless otherwise defined, terms used in this announcement shall have the same meanings as those defined in the Announcement.

After the closing of trading hours on the Stock Exchange on 21 October 2013, the Board has been informed by the Managing Director of the Company, Mr. Hung, that the negotiations between Mr. Hung and the Potential Purchaser in connection with the Possible Offer have discontinued, and accordingly the Possible Offer will not proceed.

For the purpose of Takeovers Code, the offer period which commenced on 9 October 2013 has ended following the discontinuation of the negotiations on the Possible Offer as mentioned above.

Securities holders of the Company and potential investors should exercise caution when dealing in the securities of the Company.

By Order of the Board
Applied Development Holdings Limited
Tang Sung Ki
Company Secretary

Hong Kong, 21 October 2013

**for identification purpose only*

As at the date of this announcement, the Board comprises Mr. Hung Kin Sang, Raymond, Mr. Hung Kai Mau, Marcus and Ms. Ng Kit Ling as executive Directors; Mr. Lun Tsan Kau, Mr. Su Ru Jia, Mr. Lo Yun Tai and Mr. Chan Ming Fai, Terence as independent non-executive Directors.

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.