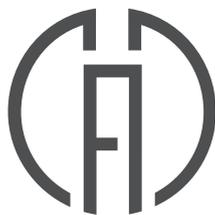


Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss however arising from or in reliance upon the whole or any part of the contents of this announcement.



APPLIED DEVELOPMENT HOLDINGS LIMITED

實力建業集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 519)

POSITIVE PROFIT ALERT

This announcement is made by Applied Development Holdings Limited (the “Company” together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2)(a) 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 (the “Board”) of the Company wishes to inform shareholders of the Company (the “Shareholders”) and potential investors that the Group is expected to record a profit of approximately HK\$38.4 million for the six months ended 31 December 2018 as compared to the loss of HK\$425,000 recorded for the six months ended 31 December 2017. The turnaround of the Group’s results is mainly attributable to the net increase in fair value of financial assets at fair value through profit or loss of approximately HK\$60.6 million. Although the Group is expected to record a profit, such profit has been reduced by the following factors: (i) the increase in selling and marketing expenses in respect of the properties under development and administrative expenses of approximately HK\$2.7 million and HK\$1.4 million respectively; and (ii) net loss on the disposal of financial assets at fair value through profit or loss of approximately HK\$8.1 million. There is no increase in fair value of investment properties for the reporting period as compared to the increase of HK\$7 million for the corresponding period in 2017.

The information contained in this announcement is only a preliminary assessment by the Board according to the unaudited management accounts for the six months ended 31 December 2018 as well as operational data available. Shareholders and potential investors are advised to refer to details in the interim results announcement of the Company for the six months ended 31 December 2018 which is expected to be released in late February 2019.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Applied Development Holdings Limited
Yao Wei Rong
Chairman & Executive Director

Hong Kong, 14 February 2019

As at the date of this announcement, the Executive Directors are Mr. Yao Wei Rong (Chairman) and Mr. Yuen Chi Ping (Chief Executive Officer); the Non-executive Director is Mr. Guo Shun Gen and the Independent Non-executive Directors are Mr. Lau Chi Keung, Mr. Yu Tat Chi, Michael and Mr. Chiu Kit Man, Calvin.

* *For identification purpose only*

In the event of inconsistency, the English text of this announcement shall prevail over the Chinese text thereof.