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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 (“**Shareholders**”) and potential investors that the Group is expected to record a substantial increase in profit for the year ended 30 June 2016 as compared to a profit of approximately HK\$8 million recorded for the year ended 30 June 2015. Such substantial increase in profit is primarily attributable to (i) the gain on disposal of subsidiaries totaling approximately HK\$319 million which mainly related to the disposal of subsidiaries which held the properties in Severn Villa (as referred in the Company’s announcement dated 16 February 2016), the BVI Project and the Panama Project (as referred in the Company’s announcement dated 9 November 2015) and (ii) an estimated net increase in fair value of investment properties totaling approximately HK\$56 million recorded for the year ended 30 June 2016.

The information contained in this announcement is only a preliminary assessment by the Board according to the unaudited management accounts of the Group for the year ended 30 June 2016 as well as operational data available which have not been audited or reviewed by the Company’s auditor. Shareholders and potential investors are advised to refer to details in the annual results announcement of the Company for the year ended 30 June 2016 which is expected to be released in late August 2016.

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
Wang Jingyu
Chairlady and Managing Director

Hong Kong, 14 July 2016

As at the date of this announcement, the Executive Directors are Ms. Wang Jingyu, Ms. Ng Kit Ling and Mr. Tsao Hoi Ho; the Independent Non-executive Directors are Mr. Su Ru Jia, Mr. Lo Yun Tai and Mr. Chan Ming Fai, Terence.

** For identification purpose only*

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