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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 (the “Shareholders”) and potential investors that the Group is expected to record a profit for the six months ended 31 December 2015 as compared to a loss of approximately HK\$10 million recorded for the six months ended 31 December 2014. The turnaround of the Group’s results is mainly attributable to (i) an estimated increase in fair value of investment properties of approximately HK\$49 million compared with HK\$14 million for the corresponding period in 2014; (ii) gain on disposal of subsidiaries during the six months ended 31 December 2015 of approximately HK\$6 million and (iii) a decrease in administrative expenses of approximately HK\$9 million when compared to the corresponding period in 2014.

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 2015 as well as operational data available which have not been reviewed by the Company’s auditor. 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

2015 which is expected to be released in late February 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, 27 January 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.