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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)

PRICE SENSITIVE INFORMATION PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

Further to the announcement dated 19 May 2011 of the Company, the Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a loss for the year ended 30 June 2011 as compared to a profit for the year ended 30 June 2010.

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

PRICE SENSITIVE INFORMATION - PROFIT WARNING

This announcement is made by Applied Development Holdings Limited (the “Company” 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”).

Further to the announcement dated 19 May 2011 of the Company, the Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a loss for the year ended 30 June 2011 as compared to a profit for the year ended. The Board believes that such possible loss is mainly due to losses resulted from significant revaluation deficit [non-cash item] on the Group’s investment properties in the Panama Project and lesser revaluation surplus [non-cash item] gained from Severn Villa Properties as compared to the corresponding year and the provision for investment [non-cash item] in BVI Project under the downturn of the relevant property market.

The information contained in this announcement is only a preliminary assessment by the management of the Company which is based on the management accounts as well as operational data available to the management which has not been audited or reviewed by the Company’s auditors. Shareholders and potential investors are advised to refer to details in the annual results announcement of the Company for the year ended 30 June 2011 which is expected to be released in September 2011.

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

Save as disclosed above, the Board confirms that there are no negotiations or agreements relating to any intended acquisitions or realizations which are discloseable under Rule 13.23 of the Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board, the directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By order of the Board
Applied Development Holdings Limited
Hung Kai Mau, Marcus
Chairman

Hong Kong, 9 August 2011

As at the date hereof, Mr. Hung Kai Mau, Marcus is an executive Director of the Company; Mr. Lun Tsan Kau, Mr. Lam Ka Wai, Graham and Mr. Su Ru Jia are independent non-executive Directors of the Company.

** for identification purpose only*