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SHANGHAI ZENDAI PROPERTY LIMITED

上海証大房地產有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 755)

PROFIT WARNING

This announcement is made by Shanghai Zendai Property Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “**SFO**”) and Rule 13.09(2)(a) of the Listing Rules.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders and investors of the Company that despite the fact that there was an increase in the Group’s turnover for the six months ended 30 June 2015, the Group is expected to record an increase in loss attributable to owners of the Company for the six months ended 30 June 2015, as compared to the loss attributable to owners of the Company for the six months ended 30 June 2014. Based on the preliminary review of the information currently available, such loss was mainly attributable to the following reasons:

1. A decrease in gross profit due to the gross profit margin of recognized items in the current period being lower than the corresponding period in the previous year;
2. A specific provision for diminution in value of properties under development in Haimen of approximately HK\$66 million; and
3. An increase in interest expense due to increased borrowing amount.

The information contained in this announcement is only based on the preliminary review of the management accounts of the Group, which have not been reviewed and approved by the Company’s audit committee and are still being reviewed by the Company’s auditors. Further details of the Group’s performance will be disclosed when the Group announces its interim results for the six months ended 30 June 2015.

Shareholders and other investors of the Company are advised to exercise caution when dealing in the securities of the Company.

On behalf of the Board
Shanghai Zendai Property Limited
Li Li Hua
Director

Hong Kong, 18 August 2015

As at the date of this announcement, the executive Directors are Mr. Zhang Chenguang, Mr. Zhong Guoxing, Dr. Wang Hao and Ms. Li Li Hua. The non-executive Directors are Mr. Xu Xiaoliang and Mr. Gong Ping. The independent non-executive Directors are Mr. Lai Chik Fan, Mr. Li Man Wai, Mr. Chow, Alexander Yue Nong and Dr. Xu Changsheng.

* *for identification purpose only*