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SOHO CHINA LIMITED

SOHO 中國有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 410)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules. The Board of the Company wishes to inform the Shareholders and potential investors that the Group expects to record a significant increase in profit for the year ended 31 December 2009 as compared with that for the corresponding period in 2008, based on a preliminary review of the Group's unaudited consolidated financial reports for the year ended 31 December 2009, which are subject to final review by the Company's auditors.

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

This announcement is made by SOHO China Limited (the "Company", and 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").

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 expecting to record a significant increase in profit for the year ended 31 December 2009 as compared with that for the corresponding period in 2008, based on the unaudited consolidated financial reports of the Group for the year ended 31 December 2009. Such increase in profit is mainly attributable to the substantial growth in booked area and corresponding average selling price, and the revaluation gain arising from our investment property--Tiananmen South (Qianmen) project.

This positive profit alert is made by the Company with reference to a preliminary review of the Group's unaudited consolidated financial reports for the year ended 31 December 2009, which are subject to final review by the Company's auditors and adjustments to the accounts may be made. The audited consolidated results of the Group for the year ended 31 December 2009 are expected to be announced in March 2010. Shareholders and potential investors are advised to read the results announcement with care when it is published.

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

By order of the Board
SOHO China Limited
Pan Shiyi
Chairman

Beijing, the People's Republic of China
25 February 2010

As at the date of this announcement, the Board comprises Mr. Pan Shiyi, Mrs. Pan Zhang Xin Marita, Ms. Yan Yan and Mr. Wang Shaojian, Sean, being the executive Directors, and Dr. Ramin Khadem, Mr. Cha Mou Zing, Victor and Mr. Yi Xiqun, being the independent non-executive Directors.