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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)

ANNOUNCEMENT

SALES AND OPERATIONAL PERFORMANCE OF THE FIRST QUARTER, 2010

- This announcement is made for the voluntary disclosure of the sales and operational performance of SOHO China Limited (“Company” or “the Company”) and its subsidiaries (collectively “Group” or “the Group”) for the quarter ended 31 March 2010.
- In the first quarter of 2010, the Group has achieved unaudited contract sales of approximately RMB 5.8 billion, representing a 13% increase from that of the last quarter of 2009. The contract sales mainly came from six projects including SOHO Nexus Centre, The Exchange-SOHO, Sanlitun SOHO, Boao Canal Village and Beijing SOHO Residence.
- Based on the outstanding performance in 2009, the board of directors (the “Board”) recommended a dividend of RMB0.20 per share for the year of 2009 subject to shareholders’ approval at the forthcoming Annual General Meeting (“AGM”), which will be held in May 2010. The management and the investor relations team conducted a global road show after the results announcement.

UNAUDITED SALES PERFORMANCE

In the first quarter of 2010, the Group achieved unaudited contract sales of approximately RMB 5.8 billion, representing a 13% increase from that of the last quarter of 2009. The contract sales came from six projects including SOHO Nexus Centre, The Exchange-SOHO, Sanlitun SOHO, Boao Canal Village, Beijing SOHO Residences and ZhongGuanCun SOHO.

The Group acquired SOHO Nexus Centre in November 2009 and launched sales on 20 January 2010. The project has been well-accepted by the market and achieved sales of about RMB 2.08 billion on the launch day. During the first quarter of 2010, the project accomplished contract sales of about RMB 2.9 billion, with average selling price of RMB 43,300/sq.m.

The Exchange-SOHO is the Group’s first project in Shanghai. Its sales was launched on 21 January 2010. During the first quarter, the project achieved contract sales of RMB 1.65 billion, with average selling price of RMB 61,500/sq.m.

Contract Sales in 1Q2010

Project	Amount	GFA*	Average selling price*
	(RMB million)	(sq.m.)	(RMB/sq.m.)
SOHO Nexus Center	2,914.3	67,300	43,300
The Exchange-SOHO	1,649.0	26,800	61,500
Sanlitun SOHO	753.5	15,600	48,400
Boao Canal Village	401.9	18,200	22,100
Beijing SOHO Residence	114.5	2,300	50,800
Zhongguangcun SOHO	8.4	248	34,000

* Contract sales area and average selling price exclude that of car parks in the projects.

INVESTOR RELATIONS

The Board held a meeting on 11 March 2010 and approved the 2009 audited consolidated annual results of the Group.

For the year ended 31 December 2009, the Group achieved a turnover of RMB7,413 million, increased by 138% year over year. Net profit attributable to equity shareholders of the Company was RMB3,300 million, increased by 727% year over year. Based on the outstanding performance of 2009, the Board recommended the payment of 61% of the core net profit (not including of valuation gain on investment property) for the year as dividend of RMB0.20 per share for the year of 2009 subject to shareholders' approval at the forthcoming AGM, which will be held in May 2010.

The Group also conducted a global road show after the results announcement and analysts meeting. Led by our Chief Executive Officer, Mrs. Pan Zhang Xin, our chief financial officer and investor relations team visited over 100 investors in Hong Kong, Singapore, London, New York, Boston and Baltimore and exchanged views on the market strategy and future development of the Company. The stock of the Company closed at HK\$ 4.43 on 31 March 2010, achieving a monthly return of 15.7%, compared with the price of HK\$3.83 on the last trading day of February which has outperformed the Hang Seng Index during the period.

By order of the Board
SOHO China Limited
Pan Shiyi
Chairman

Beijing, the PRC, 7 April 2010

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