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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 SECOND 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 second quarter ended 30 June 2010.
- The Group achieved unaudited contract sales of approximately RMB 6.05 billion in the second quarter of 2010.
- The Group achieved unaudited contract sales of approximately RMB 11.89 billion in the first half of 2010.
- The pre-sale of Galaxy SOHO was launched on 26 June 2010. Approximately RMB 4.67 billion of contract sales was achieved within a few days by 30 June 2010.
- The Company acquired a commercial land parcel on the Bund of Shanghai, with a total consideration of approximately RMB 2.25 billion. The planned gross floor area (“GFA”) attributable to the Group is approximately 117,900 square meters.

#### **UNAUDITED SALES PERFORMANCE**

In the second quarter of 2010, the Group achieved unaudited contract sales of approximately RMB 6.05 billion. The contract sales came from projects including Galaxy SOHO, SOHO Nexus Centre, Sanlitun SOHO, Beijing SOHO Residences, etc. The total unaudited contract sales for the first half of 2010 was approximately RMB 11.89 billion.

The Company launched the pre-sale of Galaxy SOHO project on 26 June 2010 and achieved contract sales of approximately RMB 4.67 billion within a few days by the end of June 2010. The average selling price of offices sold was approximately RMB 61,000 per square meter, and the average selling price of retails sold was approximately RMB 77,000 per square meter. Galaxy SOHO project is located within the East Second Ring Road in Beijing. It has a total GFA of approximately 330,000 square meters, including 184,000 square meters of office and 75,000 square meters of retail space. The construction has already commenced, and the completion is estimated to be in 2012.

The Group acquired a commercial land parcel on the Bund of Shanghai in June 2010, which reinforced the foundation of Group’s further expansion in Shanghai. The land has a total site area of approximately 22,462 square meters, with a planned GFA of approximately 189,000 square meters, of which the above ground GFA will be approximately 112,312 square meters. The land use rights are

for commercial, financial, office and hotel use. The Group acquired 90% interests of T&T International Investment Corporation (“T&T International”), the major shareholder of the project company with a total consideration of approximately RMB 2.25 billion, and consequently holds 61.506% interest of the project company. T&T International is entitled to a total planned GFA of approximately 131,000 square meters, including 69,000 square meters above-ground office and commercial areas and 12,000 square meters underground commercial area. Now the planning and designing work has commenced already, and the completion is estimated to be in 2013.

Project	Contract Sales in Jan-Jun 2010		
	Amount	GFA*	Average selling price*
	(RMB million)	(sq.m.)	(RMB/sq.m.)
Galaxy SOHO	4,669	70,314	66,062
SOHO Nexus Cener	3,346	75,536	44,296
The Exchange SOHO	1,807	29,233	61,829
Sanlitun SOHO	1,057	20,996	48,999
Boao Canal Village	401	18,163	22,084
Beijing SOHO Residences	375	7,402	50,464
Others	235	6,554	35,716
<b>Total</b>	<b>11,892</b>	<b>228,196</b>	<b>51,867</b>

Project	Contract Sales in Apr-Jun 2010		
	Amount	GFA*	Average selling price*
	(RMB million)	(sq.m.)	(RMB/sq.m.)
Galaxy SOHO	4,669	70,314	66,062
SOHO Nexus Center	432	8,236	52,438
Sanlitun SOHO	302	5,396	50,730
Beijing SOHO Residences	259	5,102	50,313
The Exchange SOHO	159	2,433	65,454
Others	226	6,306	35,868
<b>Total</b>	<b>6,048</b>	<b>97,786</b>	<b>61,848</b>

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

By order of the Board  
**SOHO China Limited**  
**Pan Shiyi**  
*Chairman*

Beijing, the PRC, 2 July 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 the independent non-executive directors of the Company are Dr. Ramin Khadem, Mr. Cha Mou Zing, Victor and Mr. Yi Xiqun.*