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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

2010 FULL YEAR SALES TARGET REACHED AHEAD OF SCHEDULE

- SOHO China Limited (“Company” or “the Company”) and its subsidiaries (collectively “Group” or “the Group”) achieved unaudited contract sales of approximately RMB 18.3 billion as of 25 September 2010, reaching the 2010 full year sales target of RMB 18 billion ahead of schedule.
- Year-to-date contract sales, as of 25 September 2010, increased by 132% comparing to the sales of RMB 7.9 billion for the nine-month period ended 30 September 2009.
- Year-to-date contract sales, as of 25 September 2010, was 34% higher than 2009 full year sales of RMB 13.7 billion.
- The pre-sale of Galaxy SOHO was launched on 26 June 2010, achieving approximately RMB 10.1 billion of contract sales as of 25 September 2010.

This announcement is made for the voluntary disclosure of the sales performance of the Group.

UNAUDITED SALES PERFORMANCE

As of 25 September 2010, the Group achieved unaudited contract sales of approximately RMB 18.3 billion, reaching the 2010 full year sales target of RMB 18 billion ahead of schedule. This represented a 132% growth comparing to the sales of approximately RMB 7.9 billion for the nine-month period ended 30 September 2009, and was 34% higher than the 2009 full year contract sales of approximately RMB 13.7 billion. Sales performance, as of 25 September 2010, was mainly derived from projects including Galaxy SOHO, SOHO Nexus Centre and the Exchange-SOHO.

The Group launched the pre-sale of Galaxy SOHO project on 26 June 2010 and achieved contract sales of approximately RMB 10.1 billion as of 25 September 2010. The average selling price of office and retail areas sold was approximately RMB 61,000 per square meter and RMB 78,600 per square meter, respectively. Galaxy SOHO project is located within the East Second Ring Road in Beijing. It has a total gross floor area of approximately 334,000 square meters. Construction of the project has already commenced, and completion is estimated to be in 2012. Designed by Zaha Hadid Architects, Galaxy SOHO will become the iconic commercial development within the East Second Ring Road.

During the period from 1 January 2010 to 25 September 2010, the Group's contract sales details are as follows:

| Project | Year-to-date Contract Sales as of 25 September 2010 | | |
|-------------------------|---|------------------|---------------------------------------|
| | Amount (RMB million) | Area* (sq.m.) | Average selling price* (RMB/sq.m.) |
| Galaxy SOHO | 10,105 | 149,602 | 67,019 |
| SOHO Nexus Center | 3,559 | 78,263 | 45,182 |
| The Exchange-SOHO | 2,575 | 41,370 | 62,232 |
| Sanlitun SOHO | 1,082 | 21,483 | 49,044 |
| Boao Canal Village | 379 | 17,329 | 21,852 |
| Beijing SOHO Residences | 362 | 7,140 | 50,269 |
| Others | 242 | 6,072 | 39,627 |
| Total | 18,305 | 321,259 | 56,555 |

* 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, 27 September 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.