



New World China Land Limited

新世界中國地產有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 917)

15th October 2011

Dear Non-Registered Holders of securities of the Company,

Notification of publication of corporate communication on the Company's website

We hereby notify you that both English and Chinese versions of the Company's circular dated 15th October 2011 (the "Circular") relating to notice of annual general meeting, re-election of the retiring directors, increase in authorized share capital, general mandates to issue shares and to repurchase shares, adoption of new share option scheme and termination of existing share option scheme are now available on the Company's website at www.nwcl.com.hk.

You may access the Circular by clicking "For Investor" section on the home page of the Company's website and then selecting the document under the section of "Corporate Announcement".

If you wish to receive a printed copy of the Circular, you can complete the Request Form on the reverse side and return it to the Company's branch share registrar in Hong Kong, Tricor Standard Limited, by post using the mailing label provided. The printed copy of the Circular will be sent to you free of charge upon receipt of your request.

Please note that by completing and returning the Request Form to request for the printed copy of the Circular, you will expressly indicate that you prefer to receive all future corporate communications of the Company in printed form and in the language selected.

Should you have any queries relating to this notification, please contact the Customer Service Hotline of Tricor Standard Limited at (852) 2980 1333 from 9:00 a.m. to 6:00 p.m., Monday to Friday (excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
New World China Land Limited
Ngan Man-ying, Lynda
Company Secretary

致：本公司證券的非登記持有人

於本公司網站刊發公司通訊的通知

我司現謹通知 閣下，本公司日期為2011年10月15日關於股東週年大會通告、重選退任董事、增加法定股本、發行及購回股份的一般授權、採納新購股權計劃及終止現有購股權計劃通函(「通函」)現已登載於本公司網站www.nwcl.com.hk。

請在本公司網站主頁按「投資界」項目及按「企業公告」選擇該文件以覽閱通函。

倘 閣下擬收取通函的印刷本，可填妥本函背頁之要求表格及利用郵寄標籤寄回本公司之股份過戶登記處香港分處—卓佳標準有限公司。通函的印刷本將免費發送予 閣下。

請注意，當 閣下填寫及寄回要求表格以索取通函的印刷本後，即表示 閣下確認擬收取本公司日後刊發的所有公司通訊的印刷本及所選擇之語言版本。

倘 閣下對本通知有任何查詢，請於星期一至星期五(香港公眾假期除外)上午9時至下午6時致電卓佳標準有限公司客戶服務熱綫，電話號碼為(852)2980 1333。

代表
新世界中國地產有限公司
公司秘書
顏文英
謹啟

2011年10月15日

Request Form 要求表格

To: **New World China Land Limited (the “Company”)**
c/o Tricor Standard Limited
26/F., Tesbury Centre
28 Queen’s Road East, Wanchai, Hong Kong

致：新世界中國地產有限公司
卓佳標準有限公司轉交
香港灣仔皇后大道東28號
金鐘匯中心26樓

I/We would like to receive the printed copy of Circular dated 15th October 2011 of the Company (“Circular”) and all future Corporate Communications^(Note 1) of the Company in English version; or in Chinese version; or in English and Chinese versions (Please mark “X” in the appropriate box).^(Note 2)

本人／吾等要求索取日期為2011年10月15日通函(「通函」)及公司日後刊發的所有公司通訊^(註1)的英文印刷本；或中文印刷本；或中及英文印刷本(請在適當空格內劃上「X」號)^(註2)。

Signature 簽署：_____

Date 日期：_____

Name 姓名：_____ (English 英文)
(in block letters 以正楷填寫)

_____ (Chinese 中文)

Contact Phone
Number 聯絡電話：_____

Notes 註：

- Corporate Communications refer to any documents issued or to be issued by the Company for information or action of holders of securities of the Company, including but not limited to annual report, interim report, notice of meeting, listing document, circular and proxy form.
公司通訊指由公司發出或將予發出以供公司證券持有人參照或採取行動的任何文件，其中包括但不限於年報、中期報告、會議通告、上市文件、通函及代表委任表格。
- By completing and returning this Request Form to request for the printed copy of the Circular, you have expressly indicated that you prefer to receive all future Corporate Communications of the Company in printed form and in the language selected above.
當閣下填寫及寄回要求表格以索取通函的印刷本後，即表示閣下確認擬收取公司日後刊發的所有公司通訊的印刷本及以上所選擇之語言版本。

(Please cut along the dotted line 請沿虛線剪下)



Please cut the mailing label and stick this on an envelope to return the Request Form to us.

No postage stamp is required for local mailing in Hong Kong
當閣下寄回此表格時，請將此郵寄標籤剪貼於信封上。
如在本港投寄，閣下無需支付郵費或貼上郵票

Mailing Label 郵寄標籤

Tricor Standard Limited
卓佳標準有限公司
Freepost No. 簡便回郵號碼：37
Hong Kong 香港