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**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)**

**ANNOUNCEMENT**

**PROPERTY SALES UPDATE**

**FOR THE SIX MONTHS ENDED 31 DECEMBER 2013**

Contracted sales for the first six months of FY2014 amounted to RMB9.32 billion, representing a year-on-year increase of 9.9% and an increase of 15.3% on half-year basis.

The board of directors of New World China Land Limited (the “**Company**”) is pleased to provide an update of the property sales of the Company, together with its subsidiaries and affiliated companies (the “**Group**”) for the six months ended 31 December 2013 as follows:

- ✧ The Group’s contracted sales for the three months ended 31 December 2013 amounted to approximately RMB5.36 billion (including contracted car park sales of RMB231 million with 1,071 units of car park sold), representing a year-on-year increase of 17.7% and quarter-on-quarter increase of 35.4% with corresponding contracted area sold and average selling price as follows:

	October to December 2013	October to December 2012	July to September 2013
Contracted sales (RMB million)	5,361	4,553	3,959
Contracted GFA sold (sq m)	335,307	353,458	313,611
Average selling price of property sold (RMB per sq m)	15,299	12,878	12,423

- ✧ The Group's accumulated contracted sales for the first six months ended 31 December 2013 amounted to approximately RMB9.32 billion (including contracted car park sales of RMB294 million with 1,609 units of car park sold), representing a year-on-year increase of 9.9% and an increase of 15.3% on half-year basis with corresponding contracted area sold and average selling price as follows:

	July to December 2013	July to December 2012	January to June 2013
Contracted sales (RMB million)	9,320	8,484	8,085
Contracted GFA sold (sq m)	648,918	625,465	649,386
Average selling price of property sold (RMB per sq m)	13,909	13,552	12,399

The above sales data provided is based on preliminary internal management information and is for purpose of investors' reference only.

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

By order of the board of  
**New World China Land Limited**  
**Ngan Man-ying, Lynda**  
*Company Secretary*

Hong Kong, 9 January 2014

*As at the date of this announcement, the executive directors of the Company are Dr. Cheng Kar-shun, Henry, Mr. Cheng Kar-shing, Peter, Mr. Cheng Chi-kong, Adrian, Ms. Cheng Chi-man, Sonia, Mr. Cheng Chi-him, Conrad, Mr. Fong Shing-kwong, Michael and Ms. Ngan Man-ying, Lynda; and the independent non-executive directors of the Company are Dr. Cheng Wai-chee, Christopher, Hon. Tien Pei-chun, James, Mr. Lee Luen-wai, John and Mr. Ip Yuk-keung, Albert.*