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SOUTH CHINA HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 265)

POSITIVE PROFIT ALERT FOR THE SIX MONTHS ENDED 30 JUNE 2013

This announcement is made by South China Holdings Limited (“Company” together with its subsidiaries, “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“Listing Rules”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (“Board”) wishes to inform the shareholders of the Company (“Shareholders”) and potential investors that based on the preliminary review of the management accounts of the Group, the Group is expected to record a significant increase in profit for the six months ended 30 June 2013 (“Period”) as compared with the unaudited results for the corresponding period in 2012. The increase in the profit is mainly attributable to the increase in revenue of the travel business, which was translated into an increase in net profit in a similar magnitude, and the fair value gain on financial assets at fair value through profit or loss as opposed to the fair value loss reported in the corresponding period in 2012.

The Company is in the process of finalizing the interim results of the Group for the Period. The information contained in this announcement is only based on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the Period and the information currently available to the Company. Details of the Group’s results for the Period will be disclosed as and when the unaudited interim results of the Group for the Period is announced.

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

By Order of the Board
South China Holdings Limited
Cheung Choi Ngor
Executive Director

Hong Kong, 23 August 2013

As at the date of this announcement, the directors of the Company are (1) Mr. Ng Hung Sang, Mr. Richard Howard Gorges, Ms. Cheung Choi Ngor and Mr. Ng Yuk Fung Peter as executive directors; (2) Ms. Ng Yuk Mui Jessica and Mr. David Michael Norman as non-executive directors; and (3) Mr. David John Blackett, Mrs. Tse Wong Siu Yin Elizabeth and Mr. Cheng Hong Kei as independent non-executive directors.