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APPLIED DEVELOPMENT HOLDINGS LTD.

實力建業集團有限公司 *

(incorporated in Bermuda with limited liability)

(Stock code: 519)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a slight profit for the six-month interim period ended 31 December 2012 as compared to a loss for the corresponding six-month interim period ended 31 December 2011.

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

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

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a slight profit for the six-month interim period ended 31 December 2012 as compared to a loss for the corresponding six-month interim period ended 31 December 2011. The Board believes that such possible profit is mainly due to a slight profit resulting from (i) an increase in fair value of investment properties classified as held for sale; (ii) a decrease in administration expenses as compared to an extra-ordinary litigation incurred in connection with litigation proceeding with a former director of the Company, Ms. Wong Kar Gee, Mimi (“Ms. Wong”) during the corresponding six months period ended 31 December 2011 and (iii) net gain on disposal of financial assets at fair value through profit or loss for the six months ended 31 December 2012 as compared to a net loss for the corresponding six months period ended 31 December 2011.

The information contained in this announcement is only a preliminary assessment by the management of the Company which is based on the management accounts as well as operational data available to the management which has not been audited or reviewed by the Company’s

auditors. Shareholders and potential investors are advised to refer to details in the interim results announcement of the Company for the period ended 31 December 2012 which is expected to be released by the end of February 2013.

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

Made by the order of the Board, the directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By order of the Board
Applied Development Holdings Limited
Hung Kai Mau, Marcus
Chairman

Hong Kong, 5 February 2013

As at the date of this announcement, Mr. Hung Kin Sang, Raymond, Mr. Hung Kai Mau, Marcus and Ms. Ng Kit Ling are executive directors of the Company; Mr. Lun Tsan Kau, Mr. Su Ru Jia, Mr. Lo Yun Tai and Mr. Chan Ming Fai, Terence are independent non-executive directors of the Company.

** for identification purpose only*