

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **C C LAND HOLDINGS LIMITED**

**中渝置地控股有限公司\***

*(Incorporated in Bermuda with limited liability)*

*Website: [www.ccland.com.hk](http://www.ccland.com.hk)*

*(Stock Code: 1224)*

### **PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and investors that the Group is expected to record a loss for the year ended 31 December 2008 which is considered to be significant compared to the profit of about HK\$905.5 million (which included the recording of a non-recurring tax credit of about HK\$506.3 million in respect of deferred tax liabilities) for the last corresponding year.

**Shareholders and investors should exercise caution when dealing in the shares of the Company.**

This announcement is made by C C Land 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”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and investors that the Group is expected to record a loss for the year ended 31 December 2008 which is considered to be significant compared to the profit of about HK\$905.5 million (which included the recording of a non-recurring tax credit of about HK\$506.3 million in respect of deferred tax liabilities) for the last corresponding year. The expected loss was primarily due to severe and protracted economic downturns in the global economy in 2008 and the echoing shift in market conditions for property development in China. Such difficult financial and economic conditions have resulted in impairment in values of the Group’s interests in land, as well as impairment of goodwill in respect of the manufacturing arm of the Group, together creating a substantial part of the expected loss for the year.

Despite the above situation, the Board considers that the overall financial position of the Group remains sound and healthy.

The information contained in this announcement is only based on preliminary determinations by the Company's management according to the management accounts of the Group which have not been audited or confirmed by the Company's auditors. Shareholders and investors are advised to read carefully the results announcement for the year ended 31 December 2008 and the 2008 Annual Report of the Company which are expected to be published before the end of April 2009.

**Shareholders and investors should exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Lam How Mun Peter**  
*Deputy Chairman and Managing Director*

Hong Kong, 4 March 2009

*As at the date of this announcement, the Board comprises Mr. Cheung Chung Kiu, Dr. Lam How Mun Peter, Mr. Tsang Wai Choi, Mr. Lam Hiu Lo, Mr. Leung Chun Cheong, Mr. Leung Wai Fai, Ms. Poon Ho Yee Agnes, Dr. Wong Kim Wing and Mr. Wu Hong Cho as Executive Directors; Mr. Wong Yat Fai as Non-executive Director; and Mr. Lam Kin Fung Jeffrey, Mr. Leung Yu Ming Steven and Dr. Wong Lung Tak Patrick as Independent Non-executive Directors.*

*\* For identification purposes only*