

PAN HONG PROPERTY GROUP LIMITED

(Incorporated in Bermuda)
(Registration Number: 37749)



汎港地產集團
PAN HONG PROPERTY GROUP

Property Pre-sales Increases 34.7% to RMB 678.4 million

Pan Hong Property Group Limited (“Pan Hong” or the “Group”) wishes to provide an update to the property pre-sales the Group disclosed in its Full Year Financial Statement Announcement issued on 28 May 2009.

On 14 June 2009, the Group launched the pre-sales of its new project, Hua Cui Ting Yuan Phase 1 (华萃庭院第一期), which is a Chinese-style townhouse development situated near the Taihu Lake Resort in Huzhou city. This pre-sale activity was for an initial batch of 30 residential units, out of the total 184 units that the Group plans to develop for Hua Cui Ting Yuan Phase 1.

As at 15 July 2009, the aggregate value of the Group’s pre-sales has risen 34.7% to RMB 678.4 million, from RMB 503.6 million as at 24 May 2009. This was driven mainly by the pre-sales of the residential units at the Group’s largest current project, Nanchang Honggu Kaixuan Phase 2 (南昌红谷凯旋第二期), as the other two projects – Huzhou Liyang Jingyuan Phase 2 (湖州丽阳景苑第二期) and Hangzhou Liyang Yuan (杭州丽阳苑) – were almost completely pre-sold as at 24 May 2009.

The Group pre-sold an additional 220 residential units at Nanchang Honggu Kaixuan Phase 2, which translates into an increase of 71% during the period from 24 May to 15 July 2009. As a result of the continuing pre-sales activity of the remaining residential units at Huzhou Liyang Jingyuan Phase 2 and Hangzhou Liyang Yuan, these two projects recorded take-up rates of 96% and 98% respectively as at 15 July 2009.

Summary of Property Pre-sale Launches (as at 15 July 2009)

Property	Nanchang Honggu Kaixuan Phase 2	Huzhou Liyang Jingyuan Phase 2	Hangzhou Liyang Yuan	Hua Cui Ting Yuan Phase 1
Date of pre-sales launch	July 2008	Dec 2008	Jan 2009	June 2009
Estimated construction completion date*	1 st quarter 2010	3 rd to 4 th quarter 2009	4 th quarter 2009	1 st quarter 2010
Total residential units released for sale	649	150	226	30
Units pre-sold in total (GFA)	530 (65,055 sq m)	144 (15,934 sq m)	222 (24,464 sq m)	16 (3,246 sq m)
Take-up rate	82%	96%	98%	53%
Average selling price# (RMB per sq m)	RMB 5,000	RMB 5,000	RMB 10,100	RMB 8,180
Accumulated pre-sales value	RMB 325.0 million	RMB 79.7 million	RMB 247.1 million	RMB 26.6 million
Aggregate Pre-sales Value = RMB 678.4 million				

*Estimated construction completion dates for the residential component of the respective properties are subject to change.

#Subject to variations of around \pm RMB 100 per sq m

Pre-sales of the Group's property development projects can only be recognised as Group revenue upon the completion of handover of properties that are sold to buyers.

Based on the current pre-sales and construction schedule, and barring any unforeseen circumstances, the Group remains positive of its performance for the current financial year ending 31 March 2010.

By Order of the Board

Wong Lam Ping
Executive Chairman

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