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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 THREE MONTHS ENDED 30 SEPTEMBER 2014**

Contracted sales for the three months ended 30 September 2014 amounted to approximately RMB3.223 billion, representing a quarter-on-quarter increase of 4.6% and a year-on-year decrease of 18.6% respectively.

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 three months ended 30 September 2014 as follows:

- ✧ The Group’s contracted sales for the three months ended 30 September 2014 amounted to approximately RMB3.223 billion (including contracted car park sales of RMB79.84 million with 483 units of car park sold), representing a quarter-on-quarter increase of 4.6% and a year-on-year decrease of 18.6% respectively, with corresponding contracted area sold and average selling price as follows:

	July to September 2014	April to June 2014	July to September 2013
Contracted sales (RMB million)	3,223	3,081	3,959
Contracted GFA sold (sq m)	194,637	210,250	313,611
Average selling price of property sold (RMB per sq m)	16,148	13,845	12,423

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, 21 October 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, Dr. 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.*