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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)

PROFIT WARNING

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 Company expects to report a consolidated loss for the six-month interim period ended 31 December 2013 (“2013 Interim Period”) as compared to a consolidated profit of approximately HK\$1.5 million for the corresponding six-month interim period ended 31 December 2012 (“2012 Interim Period”), mainly due to (1) a decrease in other income (compared to approximately HK\$1.34 million other income recorded for the 2012 Interim Period); (2) no increase in fair value of investment properties (compared to approximately HK\$5.27 million net increase in fair value of investment properties reported for the 2012 Interim Period) and (3) an increase in administration expenses due to additional corporate exercises undertaken during the 2013 Interim Period.

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 announcement of the Company for the six-month interim period ended 31 December 2013 which is expected to be released by the end of February 2014.

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, 13 February 2014

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*