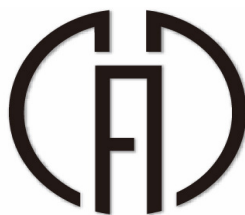


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APPLIED DEVELOPMENT HOLDINGS LTD.

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.

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a profit for the year ended 30 June 2010 as compared to a loss for the year ended 30 June 2009.

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”).

The Board wishes to inform shareholders of the Company and potential investors that the Group is expected to record a profit for the year ended 30 June 2010 as compared to a loss for the year ended 30 June 2009. The Board believes that such possible profit is mainly due from revaluation surplus on the investment properties under the prosperous property market in Hong Kong during the financial year ended 30 June 2010.

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 annual results announcement of the Company for the year ended 30 June 2010 which is expected to be released in August 2010.

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

Save as disclosed above, the Board confirms that there are no negotiations or agreements relating to any intended acquisitions or realizations which are discloseable under Rule 13.23 of the Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

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 Kin Sang, Raymond
Managing Director

Hong Kong, 30 July 2010

As at the date hereof, Messrs. Hung Kin Sang, Raymond and Hung Kai Mau, Marcus are executive directors of the Company; Messrs. Lun Tsan Kau, Lam Ka Wai, Graham and Su Ru Jia are independent non-executive directors of the Company and Ms. Wong Kar Gee, Mimi is a non-executive director of the Company.

** for identification purpose only*