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NEO-CHINA LAND GROUP (HOLDINGS) LIMITED

中新地產集團(控股)有限公司*

(Incorporated in Bermuda with limited liability)

(Shares – Stock Code: 563; Convertible bonds due 2011 – Stock Code: 2528)

CHANGE OF FINANCIAL YEAR END DATE

The board of directors of Neo-China Land Group (Holdings) Limited (the “Company”) hereby announces that the Company has changed its financial year end date from 30 April to 31 December.

The board of directors (“the Board”) of Neo-China Land Group (Holdings) Limited (the “Company”) hereby announces that the Company has changed its financial year end date from 30 April to 31 December. Accordingly, the next financial year end date of the Company will be 31 December 2009.

The reason for the change is that most of the core businesses of the Company are in the People’s Republic of China (“PRC”) and the financial year of all PRC companies end on 31 December. The change of financial year end date of the Company from 30 April to 31 December will make the financial year end date of the Company consistent with the financial year end date for the PRC subsidiaries. This will facilitate the Company in preparing and updating its financial statements for the preparation of consolidated accounts, and enable the Company to better utilize its resources and facilitate better planning and operational processes of the Company.

The Board does not foresee any material adverse impact on the Group as a result of the change of financial year end date nor any other matter of significance that needs to be brought to the attention of the shareholders and holders of Convertible bonds of the Company in this regard.

Following the change of the financial year end date, the financial reporting periods of the Company for the financial reporting period commencing on 1 May 2009 will be as follows:

Type	Financial period covered	Deadline for results announcement and delivery of interim/annual report
Interim results reporting	For the 6-month period from 1 May 2009 to 31 October 2009	31 January 2010
Final results reporting	For the 8-month period from 1 May 2009 to 31 December 2009	30 April 2010

The subsequent financial year will commence on 1 January 2010.

By order of the Board
**NEO-CHINA LAND GROUP
(HOLDINGS) LIMITED**
Liu Yi
Chairman

Hong Kong, 11 December 2009

As at the date of this announcement, the Board comprises Mr. Liu Yi, Ms. Niu Xiao Rong, Mr. Yuan Kun, Ms. Liu Yan, Mr. Jia Bo Wei, Ms. Bao Jing Tao and Mr. Lam Kwan Sing as executive directors, Mr. Lai Leong as non-executive director and Ms. Nie Mei Sheng, Mr. Gao Ling and Mr. Zhang Qing Lin as independent non-executive directors.

** for identification purposes only*