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Rosedale Hotel Holdings Limited

珀麗酒店控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 1189)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that it is expected that the Group would record an unaudited consolidated loss for the six months ended 30 June 2011 as compared to the unaudited consolidated profit for the corresponding period of last year.

Information in this announcement is derived based on preliminary assessment of the unaudited management accounts of the Group prepared by the management of the Company, which is subject to changes, if any, that may be made to the management accounts after the same have been reviewed by the Company's auditors.

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

This announcement is made by Rosedale Hotel Holdings Limited (the "Company" and together with its subsidiaries, the "Group") pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board of directors of the Company (the "Board") wishes to inform the shareholders of the Company and potential investors that it is expected that the Group would record an unaudited consolidated loss for the six months ended 30 June 2011 as compared to the unaudited

consolidated profit for the corresponding period of last year. For the six months ended 30 June 2010, the Group recorded an unaudited consolidated profit attributable to owners of the Company of approximately HK\$578.0 million, which was mainly attributable to a gain on disposal of the travel and related business of approximately HK\$716.9 million. However, the aforesaid gain on disposal was a non-recurring item and there was no similar item recorded for the six months ended 30 June 2011. Notwithstanding that the Group has recorded a loss from its continuing operations for the six months ended 30 June 2011, the amount of such loss has reduced from that of the corresponding period of previous year. The improvement in the performance of the continuing operations was mainly attributable to the decrease in the administrative expenses, finance costs and change in fair value of investment properties during the period under review.

Information in this announcement is derived based on preliminary assessment of the unaudited management accounts of the Group prepared by the management of the Company, which is subject to changes, if any, that may be made to the management accounts after the same have been reviewed by the Company's auditors, in particular, on whether any impairment on the recoverable amounts of the assets of the Group would be necessary or a reversal of impairment previously recognised is justified. The unaudited consolidated results of the Group for the six months ended 30 June 2011 are expected to be announced on 31 August 2011. Separate announcement will be made by the Company as and when it is appropriate, should there be any material changes to the management accounts of the Group after further review by the Board.

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

By order of the Board
Rosedale Hotel Holdings Limited
Chan Ling, Eva
Managing Director

Hong Kong, 19 August 2011

As at the date of this announcement, the Board comprises:–

Executive Directors:

Mr. Cheung Hon Kit (*Chairman*)
Ms. Chan Ling, Eva (*Managing Director*)
Mr. Chan Pak Cheung, Natalis

Independent Non-executive Directors:

Mr. Kwok Ka Lap, Alva
Mr. Poon Kwok Hing, Albert
Mr. Sin Chi Fai