



For immediate release

Beijing SOHO Residences First Day Sales Achieves Over RMB570 Million

(Hong Kong, 20th December 2007) — **SOHO China Limited** (“SOHO China”; Stock Code: 410), a leading Chinese commercial property developer, announced that Beijing SOHO Residences, its first property acquisition since listing in October 2007, was put on the market yesterday. Presale contract value on the first day amounted to RMB575 million representing an average sale price of RMB42,000 per square metre. According to the statistics of the Beijing Municipal Construction Committee, Beijing SOHO Residences enjoys the third highest selling price among the latest Beijing residential developments; following Beijing Yintai Centre’s Park Tower (RMB54,000) and Kingland (RMB45,000).

Commenting on the strong pre-sale figures recorded on launch day, Mr Pan Shiyi, Chairman of SOHO China, said, “We are delighted to achieve this terrific result amid credit tightening and uncertainties in the property market. This reflects our strong branding and reputation as well as a vote of confidence by customers on the potential of our quality development.”

Mr Pan added, “Despite signs of correction in property prices recently, it is premature to say that the market has come to a turning point. SOHO China remains positive about the outlook for the Chinese property sector and believes the macroeconomic control measures implemented by the government are conducive to a steady and sustainable growth of the market in the long term.”



Photo:



Mr Pan Shiyi, Chairman of SOHO China, is joined by other officiating guests at the Beijing SOHO Residences launch ceremony.

About SOHO China

SOHO China Limited is the industry leader in developing high-profile branded commercial properties in central Beijing.

SOHO China is the largest real estate developer in Beijing's CBD by sales revenue and developed area. SOHO China accounted for 39% of total property sales revenue in Beijing CBD from 2003-2006 and has built up to 20% of the CBD so far. The company's pre-sales revenues were the highest in Beijing in 2005 and 2006.

SOHO China is renowned both as a dynamic brand for iconic real estate and a trusted investment brand to the investors who buy its properties. It collaborates with internationally recognized architects and has proven its capability to translate their innovative designs into trend-setting products with strong appeal to local customers. SOHO China was named as one of the "Most Admired Companies" in China by Fortune (China) Magazine in 2006 and was the only real estate company among the top ten companies to receive such recognition.



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