



For immediate release

SOHO China delivers strong full-year results with 477% increase in net profit

- Solid results validate SOHO China's unique business model of building and selling high-return projects in the heart of Beijing
- Company is well-positioned to buy prime property in 2008, with cash position of RMB 15 billion

(Hong Kong, 10 March 2008) — **SOHO China Limited** ("SOHO China" or the "Company"; Stock Code: 410), a leading Chinese property developer focused on central Beijing, has announced its audited consolidated results for the fiscal year ended 31 December 2007. Under Hong Kong Financial Reporting Standards ("HKFRS"), SOHO China's turnover increased by 300% over 2006 to RMB 6,954 million, while net profit increased by 477% over 2006 to RMB 1,966 million, exceeding the net profit forecast of RMB 1,624 million as set out in its IPO prospectus. Gross profit margin reached 55% and the Group's net earnings per share increased by 424% over 2006, reaching RMB 0.477 per share.

Sharing the success of 2007, the Board of Directors has recommended a dividend payment of 26.6% of the net profit for the whole year, RMB 0.10 per share, subject to approval by shareholders of the Company at the forthcoming annual general meeting on 13 May 2008.

Chief Executive Officer Ms. Zhang Xin said, "2007 was a milestone year for SOHO China. We successfully listed on the Hong Kong stock exchange, achieved very solid growth and exceeded our forecasts at IPO. With cash position of about RMB 15 billion and continued strong cash flow, we are extremely well positioned to lead the industry in bringing to market premium properties that investors can trust for quality and brand appeal."

Over the year, SOHO China developed and acquired properties in line with its growth strategy of selling high-return commercial projects in central Beijing. The completed projects whose sales contributed to 2007's exceptional top and bottom line growth most were such landmark properties as **Jianwai SOHO** (Phase 7), **SOHO Shangdu** (Phase 3) and **Chaowai SOHO**. These properties are included among the 2 million square meters of projects developed by SOHO China inside the 3rd Ring Road. Last year, out of the 12 million square meters of land put up by the Beijing government for public auction, only 74,000 square meters fell within the 3rd Ring Road, accounting for a mere 0.6% of the total. As a result of the limited supply, the Company expects selling prices of central Beijing properties to continue to increase.



The Company achieved strong financial results on account of the marked increase in average selling prices and the 100% or nearly 100% sale of saleable area for all properties. During 2007, the Group achieved pre-sold/sold amount of RMB 4,032 million, pre-sold/sold 111,894 square meters (excluding car parks), for an average price of RMB 35,742 per square meter. By comparison, the average Beijing property selling price over the year was RMB 12,436 per square meter.

Also noteworthy is that three SOHO China projects ranked in the top twelve Beijing properties by average selling price. **Beijing SOHO Residences**, a project acquired less than one month after the Company's IPO in October 2007, has averaged RMB 46,812 per square meter, making it the second highest selling price in Beijing during 2007, according to the Beijing Municipal Construction Committee. These luxury residences, which have gross floor area (GFA) of 66,333 square meters, are currently on the market for sale. Ranking ninth by average selling price is Guanghai SOHO, which upon completion will comprise of four commercial towers with total planned GFA of approximately 75,766 square meters. Guanghai SOHO was 96% pre-sold by year end 2007. Chaowai SOHO, with a GFA of 150,028 square meters, ranked twelfth by price. It was 100% sold out, excluding the space used for SOHO China's new corporate headquarters.

Chairman Mr. Pan Shiyi commented, "The selling prices which we have been able to attain for SOHO China properties are testimony to our strategic execution and Beijing's enhancing profile. We expect property values to continue to climb given the massive infrastructural and cultural investments by the government leading up to the Beijing Olympics and the limited supply of properties in Beijing's most desirable areas."

The Company's management has expressed its positive outlook for the future, with other significant projects in the pipeline. Currently under continued development are the above mentioned Beijing SOHO Residences and Guanghai SOHO. **Sanlitun SOHO**, which will be one of the largest commercial and residential complexes available for sale in central Beijing (with GFA of approximately 465,680 square meters) and recently acquired **Guanghai SOHO II** (with GFA of approximately 180,000 square meters) will also provide future revenue streams for the Company.

For additional information, please see the Company's results announcement for the year ended 31 December 2007 at: www.sohochina-ir.com.

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About SOHO China Limited

SOHO China 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 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 2007.

For more information, please visit: www.sohochina.com