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21 Holdings Limited

21 控股有限公司*

(incorporated in Bermuda with limited liability)

(stock code: 1003)

PROFIT WARNING

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

The Board wishes to inform the Shareholders of the Company and potential investors that the Group will record substantial loss for the unaudited consolidated results of the Group for the six months ended 30 June 2011.

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

This announcement is made by 21 Holdings Limited (the “Company”) and 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 of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group will record substantial loss for the unaudited consolidated results of the Group for the six months ended 30 June 2011. The Board considers that the loss is due to (i) net loss on investments held for trading; (ii) decrease in operating profit from the property agency segment; and (iii) impairment loss on goodwill.

** for identification purpose only*

The information in this announcement is based on the preliminary assessment by the management of the Company after reviewing and considering the unaudited management accounts of the Group. The unaudited consolidated results of the Group for the six months ended 30 June 2011 have not yet been finalised and are subject to review by the auditors of the Company and thus the Board is not in a position to assess the exact financial implication at this stage. The interim results announcement of the Company is expected to be published on 30 August 2011 after trading hours of The Stock Exchange of Hong Kong Limited.

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

By Order of the Board
21 Holdings Limited
Ng Kai Man
Chairman

Hong Kong, 17 August 2011

As at the date of this announcement, the Board comprises Mr. Ng Kai Man (Chairman), Mr. Cheng Yuk Wo and Mr. Ha Kee Choy, Eugene as executive Directors and Mr. Chui Chi Yun, Robert, Mr. Lam Kwok Cheong and Mr. Lui Siu Tsuen, Richard as independent non-executive Directors.