



CL Century Legend (Holdings) Limited
世紀建業(集團)有限公司*

Stock Code: 00079

Interim Report 2010

SECTION A: CORPORATE INFORMATION

BOARD OF DIRECTORS

Executive Directors

Mr. TSANG Chiu Mo Samuel
(Executive Chairman)

Mr. TSANG Chiu Ching
(Deputy Chairman)

Ms. CHU Ming Tak Evans Tania

Mr. WU Binquan

Ms. TSANG Chiu Yuen Sylvia *(alternate Director to Mr. Tsang Chiu Mo Samuel)*

Independent Non-executive Directors

Mr. TANG Man Ching

Mr. HUI Yan Kit

Mr. WONG Tak Ming Gary

AUDIT COMMITTEE

Mr. WONG Tak Ming Gary *(Chairman)*

Mr. HUI Yan Kit

Mr. TANG Man Ching

REMUNERATION COMMITTEE

Mr. HUI Yan Kit *(Chairman)*

Mr. TANG Man Ching

Mr. WONG Tak Ming Gary

NOMINATION COMMITTEE

Mr. TANG Man Ching *(Chairman)*

Mr. WONG Tak Ming Gary

Mr. HUI Yan Kit

COMPANY SECRETARY

Ms. SZE Tak On

LEGAL ADVISERS

Chiu, Szeto & Cheng Solicitors

Tso Au Yim & Yeung Solicitors

AUDITORS

Grant Thornton

Certified Public Accountants

BANKERS

The Bank of East Asia, Limited

Hang Seng Bank Limited

Wing Hang Bank Limited

Industrial and Commercial Bank of China
(Asia) Limited

SHARE REGISTRARS

Principal Share Registrars

Butterfield Corporate Services Limited
Rosebank Centre
14 Bermudiana Road, Pembroke
Bermuda

Hong Kong Branch Share Registrars and Transfer Office

Computershare Hong Kong Investor Services Limited
Rooms 1712-1716, 17th Floor
Hopewell Centre
183 Queen's Road East
Hong Kong

REGISTERED OFFICE

Clarendon House, 2 Church Street
Hamilton, HM 11
Bermuda

HEAD OFFICE AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

Room 3403, 34th Floor
West Tower, Shun Tak Centre
168-200 Connaught Road Central
Hong Kong

COMPANY WEBSITE

<http://www.clh.com.hk>

STOCK CODE

00079

SECTION B: INTERIM RESULTS

The board of directors (the “Board”) of Century Legend (Holdings) Limited (the “Company”) is hereby to present the unaudited condensed consolidated results of the Company and its subsidiaries (the “Group”) for the six months ended 30 June 2010. The unaudited consolidated results have been reviewed by the Audit Committee of the Company.

I. CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2010

	Notes	Six months ended 30 June	
		2010 (Unaudited) HK\$'000	2009 (Unaudited) HK\$'000
Revenue and turnover	3	13,918	10,167
Cost of sales		(4,733)	(4,157)
Gross profit		9,185	6,010
Other income		703	1,734
Fair value (loss)/gain on financial assets at fair value through profit or loss		(415)	890
Administrative expenses		(11,800)	(13,659)
Finance costs		(837)	(288)
Change in fair value of investment properties		19,700	–
Profit/(Loss) before income tax	4	16,536	(5,313)
Income tax expense	5	(3,250)	–
Profit/(Loss) for the period attributable to the owners of the Company		13,286	(5,313)
Other comprehensive (loss)/income, including reclassification adjustments			
Available-for-sale financial assets		(2,196)	4,731
Other comprehensive (loss)/income for the period, including reclassification adjustments and net of tax		(2,196)	4,731
Total comprehensive income for the period, attributable to the owners of the Company		11,090	(582)

I. CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME (Continued)

For the six months ended 30 June 2010

	<i>Notes</i>	Six months ended 30 June	
		2010 (Unaudited) HK\$'000	2009 (Unaudited) HK\$'000
Earnings/(Loss) per share attributable to the owners of the Company			
- Basic	7	<u>HK 4.46 cents</u>	<u>HK (1.79) cents</u>
- Diluted		<u>HK 4.33 cents</u>	<u>N/A</u>

The notes on pages 8 to 17 form part of this interim financial report.

II. CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 June 2010

		As at 30 June 2010 (Unaudited) HK\$'000	As at 31 December 2009 (Audited) HK\$'000
	<i>Notes</i>		
ASSETS AND LIABILITIES			
NON-CURRENT ASSETS			
Property, plant and equipment	<i>8</i>	5,837	6,234
Investment properties	<i>9</i>	218,400	198,700
Prepaid land lease payments	<i>10</i>	6,403	6,494
Available-for-sale financial assets	<i>11</i>	19,362	21,223
Loans receivables	<i>12</i>	182	229
		<u>250,184</u>	<u>232,880</u>
CURRENT ASSETS			
Inventories		81	99
Prepaid land lease payments	<i>10</i>	180	180
Financial assets at fair value through profit or loss		4,713	5,043
Trade and other receivables	<i>13</i>	11,312	15,282
Loan receivables, current portion	<i>12</i>	41,097	30,594
Trust bank balances held on behalf of customers		693	917
Cash and cash equivalents	<i>14</i>	110,003	126,558
		<u>168,079</u>	<u>178,673</u>
CURRENT LIABILITIES			
Trade payables	<i>15</i>	4,277	8,469
Other payables and accruals		6,354	6,903
Obligations under finance leases		101	105
Bank borrowings (secured)		5,717	5,705
		<u>16,449</u>	<u>21,182</u>
NET CURRENT ASSETS		<u>151,630</u>	<u>157,491</u>

II. CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION (Continued)

As at 30 June 2010

	<i>Notes</i>	As at 30 June 2010 (Unaudited) HK\$'000	As at 31 December 2009 (Audited) HK\$'000
TOTAL ASSETS LESS CURRENT LIABILITIES		401,814	390,371
NON-CURRENT LIABILITIES			
Bank borrowings (secured)		86,463	89,309
Obligations under finance leases		101	152
Deferred tax liabilities		4,288	1,038
		<u>90,852</u>	<u>90,499</u>
NET ASSETS		<u>310,962</u>	<u>299,872</u>
EQUITY			
Equity attributable to the equity holders of the Company			
Share capital	<i>16</i>	59,534	59,534
Reserves		<u>251,428</u>	<u>240,338</u>
Total equity		<u>310,962</u>	<u>299,872</u>

The notes on pages 8 to 17 form part of this interim financial report.

III. CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the six months ended 30 June 2010 (Unaudited)

	Equity attributable to the owners of the Company						
	Share capital HK\$'000	Share premium HK\$'000	Capital reserve HK\$'000	Available-for-sale financial assets revaluation reserve HK\$'000	Share options reserve HK\$'000	Accumulated losses HK\$'000	Total HK\$'000
Balance at 1 January 2010	59,534	147,930	146,189	8,010	4,284	(66,075)	299,872
Profit for the period	-	-	-	-	-	13,286	13,286
Fair value loss on available-for-sale financial assets	-	-	-	(2,196)	-	-	(2,196)
Total comprehensive income for the period	-	-	-	(2,196)	-	13,286	11,090
Balance at 30 June 2010	59,534	147,930	146,189	5,814	4,284	(52,789)	310,962

For the six months ended 30 June 2009 (Unaudited)

	Equity attributable to the owners of the Company						
	Share capital HK\$'000	Share premium HK\$'000	Capital reserve HK\$'000	Available-for-sale financial assets revaluation reserve HK\$'000	Accumulated losses HK\$'000	Total HK\$'000	
Balance at 1 January 2009	59,534	147,930	146,189	-	(54,893)	298,760	
Loss for the period	-	-	-	-	(5,313)	(5,313)	
Fair value gain on available-for-sale financial assets	-	-	-	4,731	-	4,731	
Total comprehensive income for the period	-	-	-	4,731	(5,313)	(582)	
Balance at 30 June 2009	59,534	147,930	146,189	4,731	(60,206)	298,178	

The notes on pages 8 to 17 form part of this interim financial report.

IV. CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

For the six months ended 30 June 2010

	Six months ended 30 June	
	2010	2009
	(Unaudited)	(Unaudited)
	HK\$'000	HK\$'000
Net cash used in operating activities	(12,498)	(18,730)
Net cash used in investing activities	(330)	(1,217)
Net cash (used in)/generated from financing activities	(3,727)	9,103
Net decrease in cash and cash equivalents	(16,555)	(10,844)
Cash and cash equivalents at 1 January	126,558	228,094
Cash and cash equivalents at 30 June	110,003	217,250

The notes on pages 8 to 17 form part of this interim financial report.

V. NOTES TO THE INTERIM FINANCIAL REPORT

For the six months ended 30 June 2010

1. Basis of Preparation

This interim financial report has been prepared in accordance with Hong Kong Accounting Standard ("HKAS") 34, Interim Financial Reporting, issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The interim financial report has been prepared in accordance with the same accounting policies adopted in the annual financial statements for the year ended 31 December 2009, except for the adoption of the new and revised Hong Kong Financial Reporting Standards ("HKFRSs") (which included individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards ("HKASs") and Interpretations ("Int") as disclosed in note 2 to this interim financial report.

This interim financial report is unaudited, but has been reviewed by the Audit Committee of the Company.

This interim financial report does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's annual financial statements for the year ended 31 December 2009.

2. Adoption of New or Amended HKFRSs

In the current interim period, the Group has applied, for the first time, the following new and revised standards, amendments and interpretations ("new and revised HKFRSs") issued by the HKICPA, which are effective for accounting periods beginning on or after 1 January 2010.

HKFRSs (Amendments)	Amendment to HKFRS 5 as part of Improvements to HKFRSs 2008
HKFRSs	Improvements to HKFRSs 2009
HKAS 27 (Revised)	Consolidated and separate financial statements
HKAS 39 (Amendment)	Eligible hedged items
HKFRS 1 (Amendment)	Additional exemptions for first-time adopters
HKFRS 2 (Amendment)	Group cash-settled share-based payment transactions
HKFRS 3 (Revised)	Business combinations
HK(IFRIC) – INT 17	Distributions of non-cash assets to owners

The adoption of new and revised HKFRSs had no material effect on the results or financial position of the Group for the current or prior accounting period.

The Group has not early applied the following new and revised standards or interpretations that have been issued but are not yet effective.

2. Adoption of New or Amended HKFRSs (continued)

HKFRSs (Amendments)	Improvements to HKFRSs 2010 ¹
HKAS 24 (Revised)	Related party disclosures ⁴
HKAS 32 (Amendment)	Classification of rights issues ²
HKFRS 1 (Amendment)	Limited exemption from comparative HKFRS 7 disclosures for first time adopters ³
HKFRS 9	Financial Instruments ⁵
HK(IFRIC) – INT 14 (Amendment)	Prepayments of a minimum funding requirement ⁴
HK(IFRIC) – INT 19	Extinguishing financial liabilities with equity instruments ³

¹ Effective for annual periods beginning on or after 1 July 2010 and 1 January 2011, as appropriate

² Effective for annual periods beginning on or after 1 February 2010

³ Effective for annual periods beginning on or after 1 July 2010

⁴ Effective for annual periods beginning on or after 1 January 2011

⁵ Effective for annual periods beginning on or after 1 January 2013

3. Segment Information

Segment information about the Group's reportable segments is presented below. Amounts reported for the prior period have been restated to conform to the requirements of HKFRS 8.

Segment revenues and results

The following is an analysis of the Group's revenue and turnover and results by reportable segments :

	Segment revenue and turnover		Segment profit/(loss)	
	Six months ended 30 June			
	2010	2009	2010	2009
	HK\$'000	HK\$'000	HK\$'000	HK\$'000
Travel and gaming related business	2	9	(2,057)	(2,278)
Health and beauty services	7,968	7,626	953	540
Money lending	729	392	620	245
Stock broking	1,180	1,321	201	430
Trading	–	–	(367)	921
Property investments	4,039	819	20,413	(904)
	13,918	10,167	19,763	(1,046)
Unallocated other income			308	1,448
Unallocated corporate expenses			(3,535)	(5,715)
Profit/(Loss) before income tax			16,536	(5,313)

3. Segment Information (continued)

Revenue reported above represented revenue generated from external customers.

Segment profit/(loss) represents the profit earned/(loss incurred) by each segment without allocation of central administration costs, other income, fair value gain/(loss) on financial assets at fair value through profit or loss, employee share option benefits and income tax expenses. This is the measure reported to the chief operating decision maker for the purposes of resource allocation and assessment of segment performance.

Segment assets and liabilities

	As at 30 June 2010 HK\$'000	As at 31 December 2009 HK\$'000
Segment assets		
Travel and gaming related business	1,134	2,885
Health and beauty services	2,326	2,698
Money lending	41,553	31,209
Stock broking	14,948	19,131
Trading	5,004	116
Property investments	260,624	222,840
Total segment assets	325,589	278,879
Available-for-sale financial assets	19,362	21,223
Financial assets at fair value through profit or loss	4,713	5,043
Unallocated	68,599	106,408
Consolidated assets	418,263	411,553
Segment liabilities		
Travel and gaming related business	(107)	(403)
Health and beauty services	(1,409)	(1,802)
Money lending	(114)	(76)
Stock broking	(4,364)	(8,620)
Trading	(156)	(11)
Property investments	(96,689)	(98,033)
Total segment liabilities	(102,839)	(108,945)
Deferred tax liabilities	(4,288)	(1,038)
Unallocated	(174)	(1,698)
Consolidated liabilities	(107,301)	(111,681)

3. Segment Information (continued)

For the purposes of monitoring segment performance and allocating resources between segments:

- all assets are allocated to reportable segments other than available-for-sale financial assets, financial assets at fair value through profit or loss and corporate assets; and
- all liabilities are allocated to reportable segments other than deferred tax liabilities and corporate liabilities.

Other segment information

	Change in fair value of investment properties		Finance costs		Additions to non-current assets		Depreciation and amortisation	
	2010	2009	2010	2009	2010	2009	2010	2009
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000
			Six months ended 30 June					
Travel and gaming related business	-	-	(1)	(4)	53	4	(174)	(171)
Health and beauty services	-	-	-	-	245	-	(242)	(274)
Money lending	-	-	-	-	-	-	-	-
Stock broking	-	-	-	-	3	3	(8)	(11)
Trading	-	-	-	-	-	-	-	-
Property investments	19,700	-	(827)	(270)	4	2,670	(264)	(687)
	19,700	-	(828)	(274)	305	2,677	(688)	(1,143)
Unallocated	-	-	(9)	(14)	3	26	(107)	(354)
Total	19,700	-	(837)	(288)	308	2,703	(795)	(1,497)

3. Segment Information (continued)

Geographical information

The geographical location of the non-current assets is based on the physical location of the asset. The geographical location of customers is based on the location at which the services were provided or the goods delivered.

The following is an analysis of the carrying amount of non-current assets and revenue from external customers, analysed by the geographical location.

	Non-current assets		Revenue from external customers	
	As at	As at	Six months ended	
	30 June	31 December	30 June	
	2010	2009	2010	2009
	HK\$'000	HK\$'000	HK\$'000	HK\$'000
Hong Kong (domicile)	360,093	352,213	13,193	9,348
Macau	58,170	59,340	725	819
	418,263	411,553	13,918	10,617

4. Profit/(Loss) before income tax

Profit/(Loss) before income tax is arrived at after (crediting)/charging the following:

		Six months ended 30 June	
		2010	2009
		(Unaudited)	(Unaudited)
		HK\$'000	HK\$'000
(a)	Finance costs		
	Interest on borrowings	827	270
	Other finance costs	10	18
	Total finance costs recognized in profit or loss	837	288
(b)	Other items		
	Interest income	(166)	(1,005)
	Fair value loss/(gain) on financial assets at fair value through profit or loss	415	(890)
	Depreciation	795	1,497

5. Income Tax Expense

No provision for Hong Kong profits tax has been made as the Group did not derive any assessable profit for the six months ended 30 June 2010 and 2009.

The Group has available tax losses as at 31 December 2009 for offsetting against future profits. No deferred tax assets have been recognised as the directors consider that it is uncertain that they will crystallize in the foreseeable future.

The deferred tax liabilities in respect of the change in fair value of investment properties recognized in the condensed consolidated statement of comprehensive income for the period is HK\$3,250,000 (six months ended 30 June 2009: Nil).

6. Dividends

The Board has resolved not to declare the payment of an interim dividend for the six months ended 30 June 2010 (six months ended 30 June 2009: Nil).

7. Earnings/(Loss) per share attributable to the owners of the Company

The calculation of basic earnings/(loss) per share attributable to the owners of the Company for the period is based on the profit attributable to the Company's owners of HK\$13,286,000 (six months ended 30 June 2009: loss of HK\$5,313,000) and the weighted average of 297,669,597 (six months ended 30 June 2009: 297,669,597) shares in issue during the six-month period.

The calculation of diluted earnings per share is based on the profit attributable to the equity shareholders of HK\$13,286,000 and the weighted average number of 306,668,553 ordinary shares after adjusting for the effects of all dilutive potential ordinary shares under the Company's share option scheme.

Diluted loss per share amount for the six months ended 30 June 2009 was not presented because the impact of the exercise of the share options was anti-dilutive.

8. Property, Plant and Equipment

(a) Acquisitions of property plant and equipment

During the six months ended 30 June 2010, the Group acquired items of property plant and machinery with a cost of HK\$308,000 (six months ended 30 June 2009: HK\$1,264,000).

(b) Write-off of property, plant and equipment

Property, plant and equipment with a net book value of HK\$893,000 were written off during the six months ended 30 June 2010 (six months ended 30 June 2009: HK\$10,000).

9. Investment Properties

There is no acquisition of investment property for the six months ended 30 June 2010 (six months ended 30 June 2009: HK\$709,000).

10. Prepaid land lease payments

There is no payment of prepaid land lease for the six months ended 30 June 2010 (six months ended 30 June 2009: HK\$730,000).

11. Available-For-Sale Financial Assets

	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000
Listed equity investments in Hong Kong, at fair value	<u>19,362</u>	<u>21,223</u>

12. Loan Receivables

	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000
Gross loan receivables in respect of personal and commercial loans – unsecured (<i>Note</i>)	42,979	32,523
Less: Provision for impairment	<u>(1,700)</u>	<u>(1,700)</u>
Net carrying amounts	41,279	30,823
Less: Amounts due within one year	<u>(41,097)</u>	<u>(30,594)</u>
Amounts due after one year	<u>182</u>	<u>229</u>

Note:

The repayment terms of loans receivable are negotiated on an individual basis. The maturity profile of loans receivables, which is analysed by the remaining periods to their contractual maturity dates, is as follows:

	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000
On demand	5	5
Three months or less	23	20,022
Over three months but below one year	41,069	10,567
One to four years	<u>182</u>	<u>229</u>
	<u>41,279</u>	<u>30,823</u>

13. Trade and Other Receivables

	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000
Trade receivables (<i>Note</i>)	8,569	12,606
Less: Provision for impairment	(373)	(373)
Net carrying amount of trade receivables	8,196	12,233
Other receivables and deposits	3,116	3,049
	11,312	15,282

Note:

The Group's trade receivable as at 30 June 2010 mainly represented the receivable balances in respect of the Group's stock broking business. The Group allows a credit period normally 2 business days after trade dates for settlement of the respective transaction except for margin client receivables which are repayable on demand.

The majority of the Group's revenue is on cash basis. The remaining balances of revenue are on credit terms of thirty-sixty days. At 30 June 2010, the ageing analysis of the trade receivables net of provision for impairment was as follows:

	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000
Repayable on demand – margin receivables	1,808	2,589
0-30 days	4,484	7,582
31-60 days	150	1,036
61-90 days	630	75
Over 90 days	1,124	951
	8,196	12,233

14. Cash and Cash Equivalents

	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000
Cash at banks and in hand	11,431	47,000
Short-term bank deposits	98,572	79,558
	110,003	126,558

15. Trade Payables

As at 30 June 2010, the ageing of the trade payables was as follows:

	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000
0-30 days	4,237	8,420
31-60 days	40	49
	<u>4,277</u>	<u>8,469</u>

16. Share Capital

	Number of shares 30 June 2010 And 31 December 2009 '000	Share Capital 30 June 2010 And 31 December 2009 HK\$'000
Authorised:		
Ordinary shares of HK\$0.2 each	2,000,000	400,000
Issued and fully paid:		
Ordinary shares of HK\$0.2 each	297,670	59,534

17. Operating Lease Commitments

At 30 June 2010, the total future aggregate minimum lease payments under non-cancellable operating leases falling due as follows:

	Buildings		Motor vehicles	
	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000	30 June 2010 (Unaudited) HK\$'000	31 December 2009 (Audited) HK\$'000
Within one year	3,319	911	272	–
In the second to fifth years (inclusive)	4,227	–	–	–
	<u>7,546</u>	<u>911</u>	<u>272</u>	<u>–</u>

The Group leases certain of its office premises and motor vehicles under operating leases. The leases run for an initial period of one to three years, with options to renew the lease terms at the expiry dates or at dates as mutually agreed between the Group and the respective landlords/lessors. None of the leases include contingent rentals.

18. Related Party Transactions

In addition to the transactions and balances disclosed elsewhere in the interim financial report, the Group had the following significant transactions with related parties:

Compensation of key management personnel

Included in staff costs are key management personnel compensation and comprises the following categories:

	30 June 2010 (Unaudited) HK\$'000	30 June 2009 (Unaudited) HK\$'000
Short term employee benefits	3,428	2,927
Post-employment benefits	105	95
	3,533	3,022

19. Subsequent Events

On 28 July, 2010, the Group entered into a sale and purchase agreement to acquire a residential property located in Taikoo Shing, being a prime private housing estate in Quarry Bay, Hong Kong for a total consideration of HKD5,260,000. On 10 August 2010, the Group entered into a sale and purchase agreement to further acquire another residential property also located in Taikoo Shing for a total consideration of HKD6,530,000. On 23 August 2010, the Group entered into a provisional sale and purchase agreement to acquire another residential property located in Taikoo Shing for a consideration of HK\$8,650,000.

SECTION C: BUSINESS REVIEW AND PROSPECTS

I. Overall Performance

For the six months ended 30 June 2010, the Group recorded a turnover of HK\$13,918,000, representing a 36.9% growth from the corresponding period of last year (1H2009: HK\$10,167,000). Gross profit for the period under review was HK\$9,185,000, representing an 52.8% increase from the corresponding period of last year. (1H2009: HK\$6,010,000).

The Group delivered a net profit of HK\$13,286,000 compared to a net loss of HK\$5,313,000 from the corresponding period of last year. The profit this year was mainly attributed to gain from revaluation of investment properties of HK\$19,700,000 before this gain from revaluation and its related income tax expense the Group incurred loss of HK\$3,164,000.

II. Property Investment Business

Under the continuous rebound of Macau and Hong Kong economies, the Group believes that property market of both regions will deliver a sustainable growth in steady and healthy paces. In this regard, the Group is constantly looking for investment opportunities of quality assets in commercial and residential property market.

The Group's existing properties portfolio in Macau comprises of an office premise and retail shop in prime locations. In Hong Kong, the Group currently owns 2 commercial properties, including a 13-storey boutique hotel and an office premises located at Shun Tak Centre. These properties are anticipated to provide capital appreciation potential and serve as a stable stream of income to the Group.

During the first half of 2010, our properties portfolio in Macau and Hong Kong contributed desirable rental income of HK\$4,039,000 to the Group while fair value of our investment properties increased HK\$19,700,000 as of 30 June 2010.

In the first half of 2010, the Group was taking an observational approach as property prices in both regions remained high, but with abundant capital in hand, the Group is well positioned to capture upcoming market opportunities in expanding and creating values for our properties portfolio. Thus far, a number of projects are under study and yet to be materialized.

III. Health and Beauty Business

With the success in optimizing operation efficiency, health and beauty business remained a stable and strong contributor to the revenue of the Group. For the first half of 2010, the Health and Beauty business segment reported a turnover and net profit of HK\$7,968,000 and HK\$953,000 respectively, representing 4.5% and 76.5% increased respectively when compared to the same period in 2009. The profit was mainly contributed by the steady income stream and implementation of very stringent cost controls. The management team will further step up its effort in enhancing operational efficiency and cost structure.

IV. Other Business Segments

After the disposal of Holiday Inn Macau and Macau Diamond Casino, the Group only held limited portion of ticketing service under tourism and gaming business segment. The turnover of travel related business decreased by 77.8% to HK\$2,000 in the period under review.

During the first half of 2010, the stock brokerage business segment recorded a turnover of HK\$1,180,000, representing a decrease 10.7% compared to the same period last year.

Money lending segment remained stable during the first half of 2010. It contributed a turnover of HK\$729,000 during the first six months of 2010, up 86.0% compared to the same period last year. The segment recorded a profit of HK\$620,000, compared to a profit of HK\$245,000 same period last year. To fully utilize the surplus fund under the low interest rate environment, more short term loan had been made during the period under review.

Furthermore, the trading segment recorded a loss of HK\$367,000 during the period in first half of 2010, compared to the profit of HK\$921,000 in the same period last year. These are mainly attributed to the unrealized loss and gain on the short term securities investments for the period respectively.

V. Prospects

In the first half of 2010, global economy enjoyed a retrieve from the economic downturn especially Mainland (not including Taiwan, Hong Kong and Macau) economy had been witnessing a distinctive growth amidst a weak Asian market by launching efficient stimulus policies package. Macau and Hong Kong, the Special Administrative Regions of China and the major operating areas of Century Legend, benefited from the Mainland growth have also delivered desirable growth during the reviewing period.

According to Statistics and Census Service Macau SAR Government, Gross Domestic Product (“GDP”) of the first quarter in 2010 grew by 30.1% in real terms as comparing with 27.4% growth in the fourth quarter of 2009. This indicates a continuous rebound since the third quarter of 2009. Regarded as the major GDP components, private consumption expenditure rose by 2.3% in the first quarter of 2010 while household final consumption expenditure in the domestic market grew by 7.0%.

Other than the significant improvement in the Asian capital market and low interest rate environment, there are still many other internal positive factors sustaining the growth momentum in Macau.

Firstly, the prosperous gaming sector keeps fueling the robust economic development of Macau up. Gaming revenue contributing the largest proportion of government’s revenue remains the major driver of the economic growth in Macau. According to Statistics and Census Service Macau SAR Government, the monthly gaming revenue in Macau reached MOP 17.1 billion in May 2010 which was 21% higher than that in April 2010 while gross gaming revenue (excluding gratuities) in first quarter of 2010 soared by 57.1% year-on-year base in nominal terms, reached the highest revenue record in Macau. Secondly, the total tourist arrivals with the boost of visitor arrivals from Mainland, which accounted for over 54% of total arrivals, significantly increased by 12.1% in first quarter 2010 comparing with the same period of last year. Although Guangdong’s immigration department strictly enforced Chinese individual visitor scheme (“IVS”) under which Mainland visitors only be allowed to visit Macau once every two months rather than once a month, the policy did not bring significant impact to the tourist sector.

With continuous rebound of Macau economy, retail sales also showed great improvement in the first quarter of 2010. Information from the Statistics and Census Service indicated that value of retail sales for the first quarter of 2010 reached MOP 6.85 billion, surged by 36% from MOP 5.03 billion of the same period last year.

V. Prospects (Continued)

Underpinned by the stable and strong growth in GDP, tremendous visitor base, and continuous flow of capital, the local property market showed a strong boost in early 2010. A total of 6,386 building units were purchased and sold at MOP10.02 billion in the first quarter of 2010 according to Stamp Duty records, representing an increase of 283.8% and 371.5% respectively when comparing the same period last year. The average transaction price of both residential and commercial units maintained a substantial growth since second quarter last year, showing an increase of 4.7% and 2.4% quarter-to-quarter respectively. At the same time, rental market also shows improvement. Demand for retail shops has recovered gradually in 2010, thereby pushing up market rental especially those in prime location of higher quality outperform other properties and this trend is expected to persist in the near future.

In addition, we believe that the Macau property market will further benefit from the commencement of several mega infrastructure projects, one of such is the Light Rail Transit ("LRT"), a major highlight development in Macau in 2011 as it will become the first public railway transportation system in Macau. From Border Gate to Taipa 'Pac On' Ferry Terminal with 21 stations, both Macau Peninsula and Taipa Island will be linked in a convenient way, integration will be accomplished in both Macau and Pearl River Delta area. It is expected that the launching of LRT not only linking up different regions of Macau, city planning and urban re-development will also be speeded up. It is envisaged more property investment opportunities will be brought to the market, which accommodates favorably the company's investment strategies in Macau by increasing her presence and creating values for our properties portfolio through execution of reposition strategy.

In view of the Hong Kong market, according to the Hong Kong Economic Trends published by Census and Statistics Department, several economic indicators reinforce the revitalization of the economic environment. GDP of the first quarter in 2010 grew 8.2% in real term when compared with the same period last year, up from 2.5% growth in the fourth quarter of 2009. Total external trade in May reached 533.56 billion, increase by 27.1% when compared with same period last year. Despite the capital market in Hong Kong remains gloomy with uncertainties under the influence of the tightening monetary policy launched in Mainland and the economic instability in some European countries (such as Greece and Spain), the property market is still showing growth in both prices and transaction volume.

V. Prospects (Continued)

Visitor arrivals in Hong Kong continues to grow in 2010, total visitor arrivals reached 2.82 million in May 2010, an increase of 38.85% year-on-year in which tourists from Mainland remarkably increased by over 45%. Hotel occupancy rates also increased from 64% in May 2009 to 81% in May 2010. The retail leasing market growth momentum continues to be refueled by the ever blooming retail market under the influx of visitor arrivals which pushed up rental as well as property price. According to Market View–Hong Kong Retail released by CB Richard Ellis, retail rents up 1.2% quarter-to-quarter to average \$419 per square feet in first quarter 2010. Increasing difficulties in acquiring desirable retail locations urge retailers to pay above market rent to secure prime locations before the next blooming trend arrives further thrusting upward rental and property price.

In the office sector, as demand continues to increase with no significant increase in market supply, the overall vacancy rate for Grade A office in Hong Kong fell 1.1 percentage points over the first quarter to average 7.4% as stated in Market View-Hong Kong Office issued by CB Richard Ellis. Rents in Central and Sheung Wan jumped 9% and 7.4% over the quarter to average \$85.9 and \$47.7 per square feet respectively.

Recent land auction result also indicated a positive direction for residential market. High-end residential site was sold exceeded the market forecast in August, which showed a big contrast compared to the previous auctions held early this year. As stated by Goldman Sachs, the auction result indicated that demand of good quality development sites remains strong in Hong Kong's real estate market. Given the positive market sentiments, the Group started her first investment in the residential sector in July and August by acquiring three residential units in Taikoo Shing, one of the blue chips estates in Hong Kong in terms of rental return in light of its convenient location along with selling prices well supported by the strong second hand demand.

Looking forward, property investments in Macau and Hong Kong continue to be the major investment highlights for the Group this year. Benefited from the low interest rate environment, high liquidity in capital market and better economic condition, we are optimistic about Macau and Hong Kong property markets in 2010. We will actively seek and capture opportunities for investing in retail shops, shopping centers, small to medium size hotels in both Macau and Hong Kong. We will also keep close eyes on investment opportunity in the residential sector in Hong Kong. We believe property market in both places will remain robust and healthy in the latter half of 2010 and while the Group will remain cautious in making investment decision but going forward, the Group targets to increase her investment in Macau.

SECTION D: FINANCIAL REVIEW

I. Liquidity and Financial Resources

As at 30 June 2010, the Group had a cash and bank balance of HK\$110,003,000 and net current assets of HK\$151,630,000. The current ratio (calculated as the current assets to the current liabilities) of the Group as at 30 June 2010 was approximately 10.2 (31 December 2009: 8.4). The Group maintained a strong working capital position during the reviewing period.

The sales and purchase of the Group are mainly denominated in Hong Kong dollars. The Directors consider that the Group's exposure to fluctuations in exchange rates was minimal.

During the period under review, the Group's investment properties were pledged to banks to secure the bank borrowing of approximately HK\$92,180,000, which is denominated in Hong Kong dollars and bearing interest at floating rate. Neither the Company nor the Group had any significant contingent liabilities as at 30 June 2010 (31 December 2009: Nil). The Group had no significant capital commitments as at 30 June 2010 (31 December 2009: Nil).

II. Capital Structure of the Group

During the period under review, the Group had total equity HK\$310,962,000, HK\$202,000 fixed rate liability, HK\$92,180,000 floating rate liability and HK\$14,919,000 interest-free liabilities, representing 0.06%, 29.6% and 4.8% of the Group's total equity respectively. The gearing ratio (calculated as the total long term loan to the total shareholders' equity) of the Group as at 30 June 2010 was approximately 29.6% (31 December 2009: 31.7%).

III. Post Balance Sheet Events

On 28 July, 2010, the Group entered into a sale and purchase agreement to acquire a residential property located in Taikoo Shing, being a prime private housing estate in Quarry Bay, Hong Kong for a total consideration of HKD5,260,000. On 10 August 2010, the Group entered into a sale and purchase agreement to further acquire another residential property also located in Taikoo Shing for a total consideration of HKD6,530,000. On 23 August 2010, the Group entered into a provisional sale and purchase agreement to acquire another residential property located in Taikoo Shing for a consideration of HK\$8,650,000.

The transactions manifest the Group's tap into Hong Kong's residential property market in the midst of positive market sentiments after the recent land auction. In light of the rental return and strong second hand demand prices of Taikooshing, the acquisition would provide capital appreciation potential and generate stable revenue to the Group.

IV. Interim Dividend

The Directors do not recommend the payment of an interim dividend for the six months ended 30 June 2010.

SECTION E: EMPLOYEE AND REMUNERATION POLICY

For the period ended, the Group employed approximately a total of 74 employees (30 June 2009: 64) with staff costs excluding directors' emoluments amounted to HK\$3,956,000 (30 June 2009: HK\$4,478,000).

The Group's emoluments policies are formulated on the performance of individuals and are competitive to the market. Employee remuneration is reviewed and determined by management annually based on both employees' individual and Group's overall performance.

SECTION F: CORPORATE GOVERNANCE

I. Directors' and Chief Executives' Interests and Short Positions in the Shares, underlying Shares and Debentures of the Company or any of its Associated Corporation

As at 30 June 2010, the interests and short positions of each of the Directors and Chief Executives in the shares, underlying shares and debentures of the Company and its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")) which (i) were required to be notified to the Company and The Stock Exchange of Hong Kong Limited ("the Stock Exchange") pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which they are taken or deemed to have under such provisions of the SFO); or (ii) were recorded in the register required to be kept under Section 352 of the SFO, or (iii) have to be notified to the Company and the Stock Exchange pursuant to the Model Code for Securities Transactions by Directors of Listed Companies (the "Model Code") contained in the Rules Governing the Listing of Securities on the Stock Exchange ("the Listing Rules") were as follows:

(i) *Interests in shares and underlying shares of the Company*

Long position in shares

Name of Director	Nature of interest	Name of company in which ordinary shares/ securities are held	Number of ordinary shares/ securities held	Approximate percentage of total shareholding
Mr. TSANG Chiu Ching	Beneficial interest	The Company	749,250	0.25%
	Interest of controlled corporate	The Company	40,794,195 <i>(Note 1 and 3)</i>	13.70%
	Interest of controlled corporate	The Company	88,275,577 <i>(Note 2 & 3)</i>	29.66%

Name of Director	Nature of interest	Name of company in which ordinary shares/ securities are held	Number of ordinary shares/ securities held	Approximate percentage of total shareholding
Mr. TSANG Chiu Mo Samuel	Interest of controlled corporate	The Company	40,794,195 <i>(Note 1 & 3)</i>	13.70%
	Interest of controlled corporate	The Company	88,275,577 <i>(Note 2 & 3)</i>	29.66%
Ms. TSANG Chiu Yuen Sylvia	Interest of controlled corporate	The Company	40,794,195 <i>(Note 1 & 3)</i>	13.70%
	Interest of controlled corporate	The Company	88,275,577 <i>(Note 2 & 3)</i>	29.66%

Notes:

1. These shares were beneficially owned by Barsmark Investments Limited.
2. These shares were beneficially owned by ST (79) Investment Limited.
3. The issued share capital of Barsmark Investments Limited and ST (79) Investment Limited are both wholly and beneficially owned by ST Investments Holding Limited ("ST Investments"), the issued share capital of which is beneficially owned to one-third by each of Fortune Ocean Limited (a company wholly and beneficially owned by Mr. TSANG Chiu Ching), Conba Investments Limited (a company wholly and beneficially owned by Mr. TSANG Chiu Mo Samuel) and Ssky Investments Limited (a company wholly and beneficially owned by Ms. TSANG Chiu Yuen Sylvia, the sister of Mr. TSANG Chiu Ching and Mr. TSANG Chiu Mo Samuel). Mr. TSANG Chiu Ching, Mr. TSANG Chiu Mo Samuel and Ms. TSANG Chiu Yuen Sylvia are directors of Barsmark Investments Limited, ST (79) Investment Limited and ST Investments. Mr. TSANG Chiu Ching is a director of Fortune Ocean Limited. Mr. TSANG Chiu Mo Samuel is a director of Conba Investments Limited. Ms. TSANG Chiu Yuen Sylvia is a director of Ssky Investments Limited.

Save as disclosed above, none of the Directors and Chief Executives (including their spouse and children under 18 years of age) of the Company had any interests or short positions in the shares, underlying shares and debentures of the Company or its associated corporations (within the meaning of Part XV of the SFO) which would have to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they are taken or deemed to have under such provisions of the SFO), or which were required, pursuant to Section 352 of the SFO, to be entered in the register referred to therein, or which were required, pursuant to the Model Code contained in the Listing Rules, to be notified to the Company and the Stock Exchange.

(ii) *Interest in the share options of the Company*

Name of Director/ chief executive	Date of grant of share options	Exercisable period	Exercise price per share HK\$	Number of options outstanding	Approximate percentage of total shareholding in the Company
Ms. Chu Ming Tak Evans Tania	22 May 2009	22 May 2009 to 21 May 2019	0.31	8,930,087	3.00%
Mr. Wu Binquan	22 May 2009	22 May 2009 to 21 May 2019	0.31	7,441,739	2.5%
Ms. Sze Tak On	22 May 2009	22 May 2009 to 21 May 2019	0.31	7,441,739	2.5%

II. Substantial Shareholders' Interests and Short Positions in the Shares, underlying Shares and Debentures of the Company or any of its Associated Corporation

The register of substantial shareholders maintained under Section 336 of the SFO shows that as at 30 June 2010, the Company had been notified of the following substantial shareholders' interests and short positions, being 5% or more of the Company's issued share capital. These interests are in addition to those disclosed above in respect of the Directors and Chief Executives.

Long position in shares

Name of shareholder	Nature of interest	Number of shares held	Approximate Percentage of total shareholding
Barsmark Investments Limited (Note 1)	Beneficial interest	40,794,195	13.70%
ST (79) Investment Limited (Note 1)	Beneficial interest	88,275,577	29.66%
ST Investments Holding Limited (Note 1)	Interest of controlled corporation	129,069,772 (Note 2)	43.36%
Conba Investments Ltd. (Note 1)	Interest of controlled corporation	129,069,772 (Note 2)	43.36%
Ssky Investments Limited (Note 1)	Interest of controlled corporation	129,069,772 (Note 2)	43.36%
Fortune Ocean Limited (Note 1)	Interest of controlled corporation	129,069,772 (Note 2)	43.36%

Name of shareholder	Nature of interest	Number of shares held	Approximate Percentage of total shareholding
Szeto Investments Holdings (Amusement) Limited (<i>Note 3</i>)	Beneficial interest	29,531,250	9.92%
Szeto Investments Holdings Limited (<i>Note 3</i>)	Interest of controlled corporation	29,531,250	9.92%
Szeto International Holdings Limited (<i>Note 3</i>)	Interest of controlled corporation	29,531,250	9.92%
Ms. SZETO Yuk Lin (<i>Note 3</i>)	Interest of controlled corporation	29,531,250	9.92%
Mr. Cheung Wai Shun	Beneficial interest	14,924,000	5.01%

Note:

1. Barsmark Investments Limited and ST (79) Investment Limited are both wholly and beneficially owned by ST Investments Holding Limited, the issued share capital of which is beneficially owned as to one-third by each of (i) Conba Investments Ltd. (a company wholly and beneficially owned by Mr. TSANG Chiu Mo Samuel); (ii) Fortune Ocean Limited (a company wholly and beneficially owned by Mr. TSANG Chiu Ching); and (iii) Ssky Investments Limited (a company wholly and beneficially owned by Ms. TSANG Chiu Yuen Sylvia, the sister of Mr. TSANG Chiu Mo Samuel and Mr. TSANG Chiu Ching).
2. These shares represent the aggregate number of shares beneficially owned by Barsmark Investments Limited and ST (79) Investment Limited.
3. Szeto Investments Holdings (Amusement) Limited is wholly-owned by Szeto Investments Holdings Ltd., the issued share capital of which is wholly-owned by Szeto International Holdings Ltd. Ms. SZETO Yuk Lin is wholly and beneficially interested in the entire issued share capital of Szeto International Holdings Ltd.

Save as disclosed above, no other person other than the Directors or Chief Executives of the Company had interests or short positions in the Shares or underlying shares as recorded in the register required to be kept by the Company under Section 336 of the SFO.

III. Purchase, Sales or Redemption of Listed Securities

The Company has not redeemed any of its shares during the period. Neither the Company nor any of its subsidiaries has purchased or sold any of the Company's shares during the period.

IV. Compliance with the Code of Best Practice of the Listing rules

None of the Directors of the Company is aware of information that would reasonably indicate that the Company is not, or was not for any part of the six months ended 30 June 2010, in compliance with the Code on Corporate Governance Practices (the “Code”) as set out in Appendix 14 of the Listing Rules, save for the deviations set out below.

Code A.2.1

As at 30 June 2010, Mr. TSANG Chiu Mo Samuel is the Executive Chairman of the Company and no Chief Executive Officer has been appointed. The responsibilities of Chief Executive Officer have been carried out by Mr. TSANG Chiu Mo Samuel. The Board believes that it is in the best interest of the Company and the shareholders as a whole for Mr. TSANG Chiu Mo Samuel, who is knowledgeable in the business of the Group and possesses the essential leadership skills to guide discussions of the Board in an effective manner, to continue to carry out the responsibilities of Chief Executive Officer, which ensures on the effectiveness and efficiency of the decision making process of the Board.

V. Audit Committee

The Audit Committee has reviewed with management the accounting principles and practices adopted by the Group and discussed internal controls and financial reporting matters including a review of the unaudited condensed financial statements for the six months ended 30 June 2010 with the directors.

VI. Model Code for Securities Transactions by Directors

The Company has adopted the Model Code set out in Appendix 10 of the Listing Rules. Upon enquiry by the Company, all Directors have confirmed that they have complied with the required standards set out in the Model Code throughout the six months ended 30 June 2010.

By Order of the Board
CHU MING TAK EVANS TANIA
Executive Director

Hong Kong, 27 August 2010