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Easywin Enterprises Corporation Limited
(義榮企業有限公司)
(Incorporated in Hong Kong with limited liability)

VOLUNTARY CONDITIONAL CASH OFFERS RELATING TO NEW WORLD CHINA LAND LIMITED

REMINDER OF IMPORTANT NOTICES

Reference is made to the composite offer and response document dated 27 February 2016 (the “**Composite Document**”) jointly issued by New World Development Company Limited (新世界發展有限公司), Easywin Enterprises Corporation Limited (義榮企業有限公司) and New World China Land Limited. Terms undefined herein shall have the meanings ascribed to them in the Composite Document.

The following information is important for all NWCL Offer Shareholders and NWCL Optionholders.

You are urged to read the entire Composite Document, including the appendices, and the Form(s) of Acceptance carefully.

- **Share Offer Price: HK\$7.80 in cash per Offer Share. The Share Offer Price will not be increased and the Offeror does not reserve the right to do so.**
- **Option Offer Price: Please refer to the section headed “Option Offer” in the “Letter from HSBC” in the Composite Document. The Option Offer Price will not be increased and the Offeror does not reserve the right to do so.**
- **How to accept the Offers: Please return the duly completed and signed **WHITE** Form of Share Offer Acceptance and the relevant documents to the Registrar (for the Share Offer) and/or the **PINK** Form of Option Offer Acceptance and the relevant documents to the company secretary of NWCL (for the Option Offer).**
- **Deadline for acceptance: The Offers will close for acceptances at **4:00 p.m. on Monday, 21 March 2016** (the first Closing Date), unless otherwise revised or extended.**

For details, please refer to “Appendix I — Further Terms of the Offers” to the Composite Document.

- **Settlement: Payments in cash will be made within seven (7) Business Days following the later of: (i) the date on which the Offers become or are declared unconditional in all respects, and (ii) the date of receipt of your valid acceptance.**

- **Your prompt action is critical: The Offers will lapse** if valid acceptances from the NWCL Offer Shareholders in respect of **less than 90% of the Offer Shares or less than 90% of the Disinterested NWCL Shares** are received by 4:00 p.m. on Monday, 21 March 2016 (being the first Closing Date), unless otherwise revised or extended. **You should therefore act promptly.**

By order of the board of directors of
New World Development Company Limited
(新世界發展有限公司)
Dr. Cheng Kar-Shun, Henry
Chairman

By order of the board of directors of
Easywin Enterprises Corporation Limited
(義榮企業有限公司)
Dr. Cheng Kar-Shun, Henry
Director

Hong Kong, 15 March 2016

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the securities of NWCL nor shall there be any sale, purchase or subscription for the securities of NWCL in any jurisdiction in which such offer, solicitation or sale would be in contravention of applicable law. This announcement is not for release, publication or distribution in or into any jurisdiction where to do so would constitute a violation of the relevant laws of such jurisdiction.

Shareholders, holders of options and securities and potential investors of NWD and NWCL should be aware that the Offers are subject to the satisfaction and/or waiver (where applicable) of the Conditions. Accordingly, the Offers may or may not become unconditional. Shareholders, holders of options and securities and potential investors of NWD and NWCL should therefore exercise caution when dealing in the securities of NWD and NWCL. Persons who are in doubt as to the action they should take should consult their stockbroker, bank manager, solicitor or other professional adviser.

Notice to NWCL Offer Shareholders and NWCL Optionholders in the US: The Offers are being made for the securities of a Cayman Islands company and are subject to Hong Kong disclosure and procedural requirements, which are different from those of the US. The financial information included in the Composite Document mentioned in this announcement has been prepared in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants and thus may not be comparable to financial information of US companies or companies whose financial statements are prepared in accordance with generally accepted accounting principles in the US. The Offers will be made in the US pursuant to exemptions from some of the applicable US tender offer rules and otherwise in accordance with the requirements of the SFO. Accordingly, the Offers will be subject to disclosure and other procedural requirements of Hong Kong, including with respect to withdrawal rights, the offer timetable, settlement procedures and the timing of payments that are different from those applicable under US domestic tender offer procedures and law.

As at the date hereof, the Offeror Board comprises Dr. Cheng Kar-Shun, Henry, Mr. Chen Guanzhan and Mr. Au Tak-Cheong.

The directors of the Offeror jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statements in this announcement misleading.

As at the date hereof, the NWD Board comprises (a) seven executive directors, namely Dr. Cheng Kar-Shun, Henry, Dr. Cheng Chi-Kong, Adrian, Mr. Chen Guanzhan, Ms. Ki Man-Fung, Leonie, Mr. Cheng Chi-Heng, Ms. Cheng Chi-Man, Sonia and Mr. Au Tak-Cheong; (b) two non-executive directors, namely Mr. Doo Wai-Hoi, William and Mr. Cheng Kar-Shing, Peter; and (c) five independent non-executive directors, namely Mr. Yeung Ping-Leung, Howard, Mr. Cha Mou-Sing, Payson (alternate director to Mr. Cha Mou-Sing, Payson: Mr. Cha Mou-Zing, Victor), Mr. Ho Hau-Hay, Hamilton, Mr. Lee Luen-Wai, John and Mr. Liang Cheung-Biu, Thomas.

The directors of NWD jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statements in this announcement misleading.