



HO BEE INVESTMENT LTD

For Immediate Release

PRESS RELEASE

Ho Bee posts a 12% increase in net profit to S\$41.7m for first quarter ended March 2010

SINGAPORE, 29 April 2010 – IN LINE with the continuing strong sentiment in the property market, mainboard-listed property development group Ho Bee Investment Ltd has posted S\$41.7 million net profit after tax and minority interest for the first quarter ended 31 March 2010. This is up 12% from the previous corresponding quarter. The increase was mainly attributed to the 458% rise in share of profit of jointly controlled entities, from S\$1.9 million to S\$10.8 million, of which the joint-venture (“JV”) project, Parvis at Holland Hill, was the main contributor.

Group turnover for the first quarter of 2010 decreased by 16% to S\$92.4 million, down from S\$110 million recorded in the same period last year. The drop in revenue was mainly attributed to lower recognition of revenue from property development.

Earnings per share stood at 5.7 cents while total shareholders’ fund as at 31st March 2010 was S\$1.24 billion, representing a net asset value of S\$1.68 per share.

Property Development

Revenue from the Group’s property development in the first quarter of 2010 amounted to S\$85.2 million, 18% down from the corresponding period last year. This was due mainly to the higher revenue recognition in the first quarter of FY2009 for two residential projects, Vertis and Quinterra, which obtained Temporary Occupation Permit during that period.

In the first quarter of this year, the Group sold 198 residential units of its various projects, namely, Orange Grove Residences, The Orange Grove, Trilight, Parvis, Dakota Residences and Seascope. The recent sales preview of the JV project with IOI Land, Seascope at Sentosa Cove, was well received.

Overseas Investment

The Group, together with Yanlord Land Group Limited, through a 40:60 equity ownership respectively, has jointly acquired a 13.69 hectares prime residential development site in Qingpu district, Shanghai for RMB3.82 billion early this year. The total planned gross floor area is approximately 246,487 square metres. The development project is scheduled to commence construction next year and expected to complete in 4 to 5 years time. Initial sales launch is targeted to start in the next two years.

Property Investment

Turnover on property investment for the 1st quarter of this year rose 19% from S\$4.8 million in the same period last year to S\$5.7 million. This was attributed to the contribution in rental income from Forte, the new industrial building located at New Industrial Road and good occupancy rate for the other investment properties.

Outlook

The strong 13.1% expansion in Singapore's GDP coupled with robust sales by developers and the continued rise in the price index of private residential properties in the first quarter this year have provided an optimistic outlook for the Singapore property market.

Mr. Chua Thian Poh, Chairman & CEO of Ho Bee Group said that the Group has benefited from the economic recovery and strong property market sentiment. “Our residential projects, Trilight, located at Newton Road and the JV project with MCL Land, Parvis, located at Holland Hill, have sold very well. The progressive recognition of income from the residential projects sold will be a significant contributor to the Group’s profitability for 2010,” Mr. Chua added.

About Ho Bee Investment Ltd

Ho Bee Investment Ltd is listed on the main board of the Singapore Exchange since 1999. The real estate development and investment company has a portfolio that covers many quality residential, commercial and high-tech industrial projects since its establishment in 1987.

It is the leading developer of luxury homes in the exclusive residential enclave of Sentosa Cove. Its treasury of residences in Sentosa Cove includes condominiums like The Berth; The Coast; Turquoise and Seascape and bungalow developments on Coral and Paradise Islands.

Some of the properties that are currently under development by Ho Bee include:

- The Orange Grove, a 72-unit condominium in Orange Grove Road,
- Turquoise, a 91-unit condominium in Sentosa Cove,
- Trilight, a 205-unit condominium in Newton Road,
- Dakota Residences, a 348-unit condominium in Dakota Crescent (50:50 joint venture with NTUC Choice Homes),
- Parvis, a 248-unit condominium in Holland Hill (50:50 joint venture with MCL Land),
- Seascape, a 151-unit condominium in Sentosa Cove (50:50 joint venture with IOI Land),
- Pinnacle Collection, a 300-unit condominium in Sentosa Cove (35:65 joint venture with IOI Land).

Headquartered in Singapore, Ho Bee has also diversified its real estate business overseas with a focus in the major financial cities of London and Shanghai.

More information about the company can be found on the company websites at www.hobee.com.

Issued by: Ho Bee Investment Ltd (Co. Registration No. 198702381M)

Media & Analysts Contact:

Desmond Woon
Tel: (+65) 68422100
Email: desmond@hobee.com