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**eSun Holdings Limited**  
*(Incorporated in Bermuda with limited liability)*  
(Stock Code: 571)

## **GENERAL DISCLOSURE ANNOUNCEMENT**

### **General Disclosure Announcement by Lai Sun Development Company Limited and Positive Profit Alert of eSun Holdings Limited**

This announcement is made by eSun Holdings Limited (the “Company” and together with 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 Directors of the Company refer to the General Disclosure Announcement of Lai Sun Development Company Limited (stock code: 488) (“LSD”) published on 20 August 2010 (the “LSD Announcement”). The Company currently has a 36.72% shareholding interest in LSD, which in turn holds a 36.08% shareholding interest in the Company.

In the LSD Announcement, LSD announced that it is expected to record a significant improvement in its consolidated results for the year ended 31 July 2010 as compared to the reported loss of approximately HK\$221.0 million for the year ended 31 July 2009. LSD recorded a consolidated net profit of approximately HK\$1,308.7 million for the six months ended 31 January 2010 as compared to a consolidated net loss of approximately HK\$328.2 million for the six months ended 31 January 2009. The significant improvement of LSD’s interim results was mainly due to the recognition of fair value gains on its completed investment properties and its 50% owned redevelopment project, 3 Connaught Road Central, Hong Kong, upon the adoption of the amendment to Hong Kong Accounting Standard 40 – Investment Property. LSD stated that its results for the second half of the year ended 31 July 2010 continued to benefit from further fair value gains from its completed investment properties and its interest in the investment property under development particularly the redevelopment project of 3 Connaught Road Central, Hong Kong.

The LSD Announcement can be viewed on the website of LSD: [www.laisun.com](http://www.laisun.com).

Since the Company will equity account for LSD's results in its consolidated financial statements, it is expected that the results of the Company for the six months ended 30 June 2010 will record a profit as compared to a reported consolidated net loss of approximately HK\$100.8 million for the six months ended 30 June 2009.

As the Group's unaudited interim results for the six months ended 30 June 2010 have not yet been finalised, the information contained in this announcement is based on information currently available and the preliminary unaudited consolidated management accounts of the Group which have not been reviewed by the Company's auditors or its audit committee. The interim results of the Group for the six months ended 30 June 2010 are expected to be published on 27 August 2010.

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

By Order of the Board  
**eSun Holdings Limited**  
**Goh Soon Khian**  
*Company Secretary*

Hong Kong, 20 August 2010

*As at the date of this announcement, the executive directors of the Company are Mr. Lam Kin Ngok, Peter, Miss Leung Churk Yin, Jeanny, Mr. Cheung Wing Sum, Ambrose and Mr. Lui Siu Tsuen, Richard; the non-executive directors are Mr. Low Chee Keong, Madam U Po Chu, Mr. Lo Kwok Kwei, David and Mr. Albert Thomas da Rosa, Junior; and the independent non-executive directors are Mr. Tong Ka Wing, Carl, Mr. Alfred Donald Yap and Dr. Ng Lai Man, Carmen.*