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Longfor Properties Co. Ltd.

龍湖地產有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 960)

CHANGE OF CHIEF EXECUTIVE OFFICER

The Board of Directors (the "Board") of Longfor Properties Co. Ltd. (the "Company") hereby announces that (i) Madam Wu Yajun ("Madam Wu") resigned as the Chief Executive Officer ("CEO") of the Company with effect from 15 August 2011 and (ii) Mr. Shao Mingxiao ("Mr. Shao"), an executive director of the Company, has been appointed as the CEO of the Company with effect from 15 August 2011. Madam WU will remain as an executive director and the Chairman of the Board of the Company.

Mr. Shao is currently the Executive Deputy CEO and General Manager of Commercial Properties Operating Department of Company. Mr. Shao graduated from Renmin University of China with a Master of Economics degree in 1992. Mr. Shao joined the group in 2006 and has been the General Manager in charge of group's Beijing business operation. The Board believes that, with his extensive experience in real estate sector, Mr. Shao is well qualified for the position of the CEO of the Company.

By order of the Board
Longfor Properties Co. Ltd.
Wu Yajun
Chairman

Hong Kong, 15 August 2011

As at the date of this announcement, the Board comprises eleven members: Madam Wu Yajun, Mr. Shao Mingxiao, Mr. Zhou Dekang, Mr. Qin Lihong, Mr. Feng Jinyi, Mr. Wei Huaning and Mr. Fang Shengtao who are executive Directors; and Mr. Frederick Peter Churchouse, Mr. Chan Chi On, Derek, Mr. Xiang Bing and Dr. Zeng Ming who are independent non-executive Director.