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CHINESE PEOPLE HOLDINGS COMPANY LIMITED

中民控股有限公司*

(incorporated in Bermuda with limited liability)

(stock code: 681)

PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a significant increase in the net profit attributable to the Shareholders for the six months ended 30 September 2009 as compared to the same period in 2008. This profit alert announcement is only based on the preliminary review on the management accounts for the Group, which have not been audited and reviewed by the Company's auditor.

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

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Based on the preliminary review on the management accounts of Chinese People Holdings Company Limited (the "Company", together with its subsidiaries as the "Group"), the board of directors of the Company (the "Board") wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that the Group is expected to record a significant increase in the net profit attributable to the Shareholders for the six months ended 30 September 2009 as compared to the same period in 2008, due to the disposal (the "Disposal") on subsidiaries/partial interest in subsidiaries of the Company (For further detail in relation to the Disposal, please refer to the circular of the Company dated 18 May 2009).

* *for identification purpose only*

The Company is still in the process of finalizing the Group's interim results for the six months ended 30 September 2009. The information contained in this announcement is only based on the Company's preliminary review of the management accounts of the Group, which have not been audited or reviewed by the Company's auditor. Further details of the Group's performance will be disclosed as and when the interim results of the Group for the six months ended 30 September 2009 are announced.

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

By order of the Board
Chinese People Holdings Company Limited
Jin Song
Managing and Executive Director

Beijing, 14 December 2009

As at the date of this announcement, the Board comprises six executive directors, namely Mr. Xu Ruixin, Dr. Mo Shikang, Mr. Zhang Hesheng, Mr. Zhu Peifeng, Mr. Jin Song and Mr. Chu Kin Wang, Peleus, and three independent non-executive directors, namely Dr. Liu Junmin, Mr. Tan Qinglian and Mr. Sin Ka Man.