

FOR IMMEDIATE RELEASE

## SOCAM Launches New Corporate Brand at Reception Celebrating Successful Transformation

**(Hong Kong, 28 September 2011) SOCAM Development Limited** (“SOCAM Development” or the “Company”, stock code: 983) is celebrating its successful transformation from a company principally engaged in construction and construction materials into a leading property developer for special situation projects and knowledge communities in the Chinese Mainland.

The Company’s Chairman Mr. Vincent H. S. Lo and Managing Director and Chief Executive Officer Mr. Philip K. T. Wong officiated at the New Corporate Brand Launch Reception tonight at the Mandarin Oriental Hong Kong, highlighting the positioning of the new brand and the Company’s focus for its strategic development based on an ambitious master growth plan.

At the cocktail reception, the Company is officially renamed “SOCAM Development Limited” to align the new brand positioning with its strategic development as a leading specialised property developer in the Chinese Mainland.

The new 3D design for the corporate logo retains SOCAM’s tradition while reflects the new dimensions of the strategic transformation. Leveraging the Company’s strong track records and expertise in the construction business, and coupling with its visionary plans and precise moves, SOCAM Development is committed to building better cities and creating values.

Photos:



From the left: The Company’s Vice Chairman Mr Lawrence Y. K. Choi, Chairman Mr. Vincent H. S. Lo, Managing Director and Chief Executive Officer Mr. Philip K. T. Wong and Chief Financial Officer Mr Raymond F. L. Wong unveil the new company name and new corporate identity to highlight the positioning of the new brand.



The Board Members of SOCAM Development give a toast with all the guests at the cocktail reception to celebrate the successful transformation. From the left: Independent Non-executive Director Mr Chan Kay Cheung, Vice Chairman Mr Lawrence Y. K. Choi, Chairman Mr Vincent H. S. Lo, Managing Director and Chief Executive Officer Mr Philip K. T. Wong, Non-executive Director Mr Frankie Y. L. Wong, Independent Non-executive Directors Mr Gerrit Jan de Nys and Mr Moses K. T. Tsang and Chief Financial Officer Mr Raymond F. L. Wong

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#### **About Corporate Transformation of SOCAM**

SOCAM has transformed into a property developer specialising in special situation projects and integrated knowledge communities in the Chinese Mainland. With its expertise and experience in acquisition, financial structuring and project management, the Company has been extending its lead in the niche property market in the Chinese Mainland by capturing acquisition opportunities efficiently.

In order to reflect its strategic development in special property market in the Chinese Mainland, the Company is renamed “SOCAM Development Limited” for ascertainment of the new positioning. The Company is confident in establishing the three-year growth plan which marks a new page with its concrete business goals and action plans.

**This press release will be posted to SOCAM Development’s website [www.socam.com](http://www.socam.com).**

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