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FOSUN INTERNATIONAL LIMITED

(Incorporated in Hong Kong with limited liability under the Companies Ordinance)

(Stock Code: 00656)

POSITIVE PROFIT ALERT

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

The Board wishes to inform the shareholders of the Company and potential investors that the Consolidated Profit for the half year ended 30 June 2011 is expected to increase substantially in comparison with that for the same period as of last year. The Board considers that the improvement in the performance of the Group is mainly attributable to the fair value gain on certain equity investments held by the Company.

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

This announcement is made by Fosun International Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) in accordance with Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

According to the preliminary calculations by the senior management of the Company during the course of reviewing the management accounts of the Group for the purpose of compiling the interim results of the Company for the half year ended 30 June 2011, the unaudited consolidated profit attributable to equity holders of the Company (the “**Consolidated Profit**”) for the half year ended 30 June 2011 is expected to increase substantially in comparison with that for the same period as of last year.

The board of directors of the Company (the “**Board**”) considers that the improvement in the performance of the Group is mainly attributable to the fair value gain on certain equity investments held by the Company.

The information contained in this announcement is based on the preliminary calculations by the senior management of the Company during the course of reviewing the management accounts of the Group for the purpose of compiling the interim results of the Company for the half year ended 30 June 2011. It remains subject to finalisation and necessary adjustments. The interim results of the Group for the half year ended 30 June 2011 (the “**2011 Interim Results**”) have not been reviewed by the auditors of the Company as at the date of this announcement. Detailed financial information of the Company will be disclosed in the 2011 Interim Results and the Company will release its 2011 Interim Results as soon as practicable. Investors are advised to read with care the 2011 Interim Results when it is published.

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

By Order of the Board
Fosun International Limited
Guo Guangchang
Chairman

Shanghai, the PRC, 1 August 2011

As at the date of this announcement, the executive directors of the Company are Mr. Guo Guangchang, Mr. Liang Xinjun, Mr. Wang Qunbin, Mr. Fan Wei, Mr. Ding Guoqi, Mr. Qin Xuetao and Mr. Wu Ping; the non-executive director is Mr. Liu Benren; and the independent non-executive directors are Dr. Chen Kaixian, Mr. Zhang Shengman and Mr. Andrew Y. Yan.