

**MIDLAND HOLDINGS LTD:
FOLLOW THE WONG ROAD TO THE MONEY**

As the chairman of a well-known company, many business opportunities invariably come knocking at your door in the ordinary course of business.

The man-in-the-street is unlikely, ever, to be exposed to any of these business opportunities because (a) he is not the chairman of a well-known company and, as such, for the most part, he would not be considered worthy of even a telephone call and (b) it is taken for granted that the man-in-the-street would not have the necessary wherewithal to execute business opportunities of the magnitude of a chairman of a well-known company.

The higher up the social/financial ladder a person moves, especially if one is the chairman of well-known company, the more business opportunities come knocking at one's door.

Mr Freddie Wong Kin Yip () is the Chairman of Midland Holdings Ltd () (Code: 1200, Main Board, The Stock Exchange of Hongkong Ltd).

Midland is the largest, real-estate agency, operating in the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

It employs about 6,355 full-time workers, of which number, about 5,521 are salesmen and saleswomen.

Midland is, probably, the most-successful company of its kind in the territory – ever.

The credit for its success must go to Mr Freddie Wong Kin Yip who has led Midland through the good times and the bad times in the more-recent economic history of the territory.

Mr Freddie Wong Kin Yip not only administers his publicly listed company, but, also, deals in HKSAR property in a very big way, himself.

As at June 30, 2006, Mr Freddie Wong Kin Yip is shown to own, beneficially, about 18.67 percent of the Issued and Fully Paid-Up Share Capital of Midland.

At today's market price of about \$HK4.30 per Midland share, that holding is worth about \$HK590 million.

As one would expect, Mr Freddie Wong Kin Yip is very successful in his business dealings.

It is said in the HKSAR property market that he, always, has his finger on the pulse of the territory and of its property markets: Residential; commercial; and, retail.

It would not be unfair to state that Mr Freddie Wong Kin Yip uses HKSAR properties in a similar fashion to the way that stock-market speculators and investors use publicly traded scrip, buying and selling as the market rises and falls.

Put another way, Mr Freddie Wong Kin Yip uses HKSAR properties in similar manner to an avid gambler of Macau, who uses casino chips to speculate on the roll of the dice.

In order to ascertain just how successful is Mr Freddie Wong Kin Yip in his own business dealings, as distinct from the publicly listed company that he controls, this medium turned to **TOLFIN** () (The Computerised, Online Financial Intelligence Service and Web-Based, Credit-Checking Provider).

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