

# MODERN LAND

Original Green & Blossoming Blue  
2016 Annual Results Presentation

MO  
MA  
當代置業  
股票代碼：1107.HK

  
客户关爱年  
CUSTOMER CARE

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- Company Overview
- Financial Overview
- Operation Highlights & Future Outlook



# Company Overview



Modern Land satisfies and accommodates customer demand for standards of comfort and residential properties with the unique technologies of MOMA. More MOMA customers will benefit from MOMA's brand products. We not only fulfill our customers' needs for high comfort living standard, but also satisfy their requirements for education, medical treatment, working, culture, shopping and living experience in internet age.

## Modern Land Overview

- **A leading developer of green technology + comfort & energy-saving + mobile interconnecting full-life cycle communities in China**
- Headquartered in Beijing and specialized in development of comfortable, green and energy-saving housing
  - 🌿 Unique **MOMA** technology system integrates both energy-saving and green technology for comfortable living experience
- **Diversified Product Lines and Features Targeting Various Segmented Markets**
  - 🌿 Three product lines: Wan Guo Cheng MOMA, Wan Guo Fu MOMA, Shang Ping Ge MOMA, Shang Ping Wan MOMA, Man Tang Yue MOMA, Man Ting Chun MOMA
  - 🌿 Make use of the scientific integration of ten major scientific systems to satisfy the local living requirements of different customers (high-end, medium- to high-end and mass market)
- **Strategic Expansion of Land Bank**
  - 🌿 Strategically expand to the regions with climate and conditions applicable to our MOMA technical system mainly covered with its strong economic base
- **Authentication and Awards in 2016**



Model Base of Green Community Joint Projects of China Residential Environment Committee



Green Building 2- & 3-Star Certification



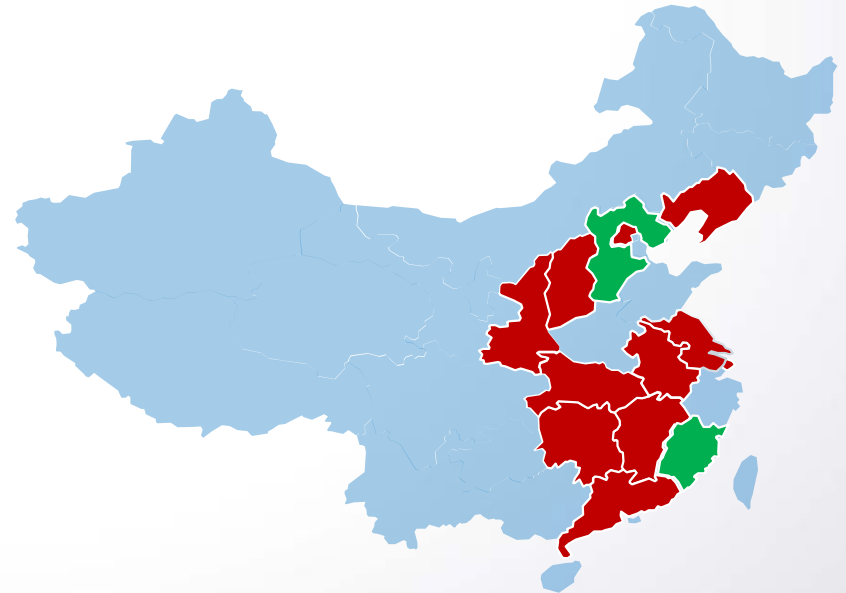
Best 100 China Real Estate Listed Companies with Strongest Comprehensive Strengths 2016 & Top 5 in Business Performance

## Property Development Highlights

International: Houston, Seattle

China: 15 cities across 11 provinces as of 31 December 2016:

- 🌿 Beijing, Shanghai
- 🌿 7 Provincial Cities (Taiyuan, Changsha, Nanchang, Wuhan, Hefei, Xi'an, and Nanjing)
- 🌿 6 Other Cities (Foshan, Suzhou, Huizhou, Dongdaihe, Jiujiang, Xiantao)
- 🌿 2017 New Cities: Zhangjiakou, Quanzhou



# Presents High Level of Cozy Living Experience & Saves Energy

High proficiency of our industry-leading technology and its applications surpass industry and national standards, and not only provide **highest level of cozy** living environments, but also achieve energy saving.

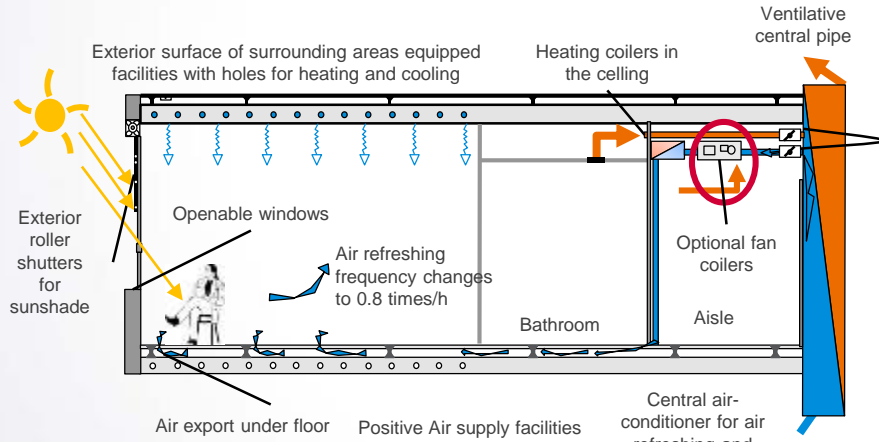
On one hand, unique technology application provides a healthy, cozy and quality life

**Optimum Temperature**  
(maintains at 20–26°C)

**Optimum Humidity**  
(30–70% relative humidity)

**Quiet Environment**  
(<35–40 db)

**Air Refreshing Frequency**  
(0.5-0.8 time/h)



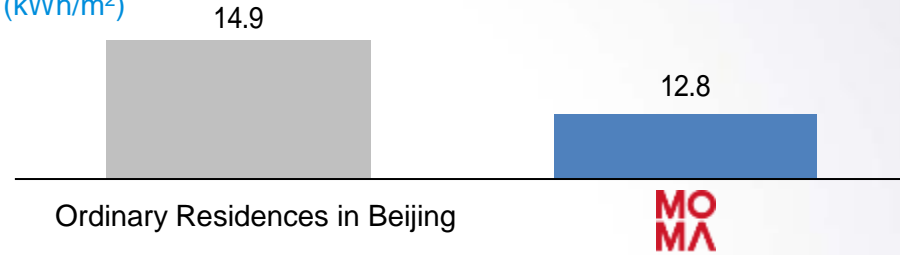
- The external structure insulation system
- The ground-source heat pump system
- The ceiling radiation system



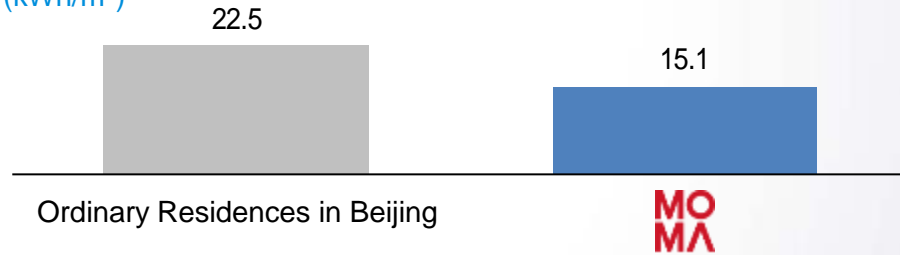
- The whole air displacement system
- The intelligent system
- The water optimizing treatment system

On the other hand, achieve energy-saving (e.g. Beijing Project)

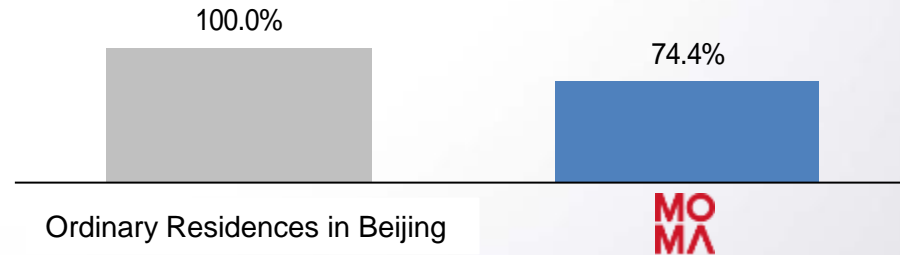
**Annual Heating Consumption:** (kWh/m<sup>2</sup>) Source: China Academy of Building Research

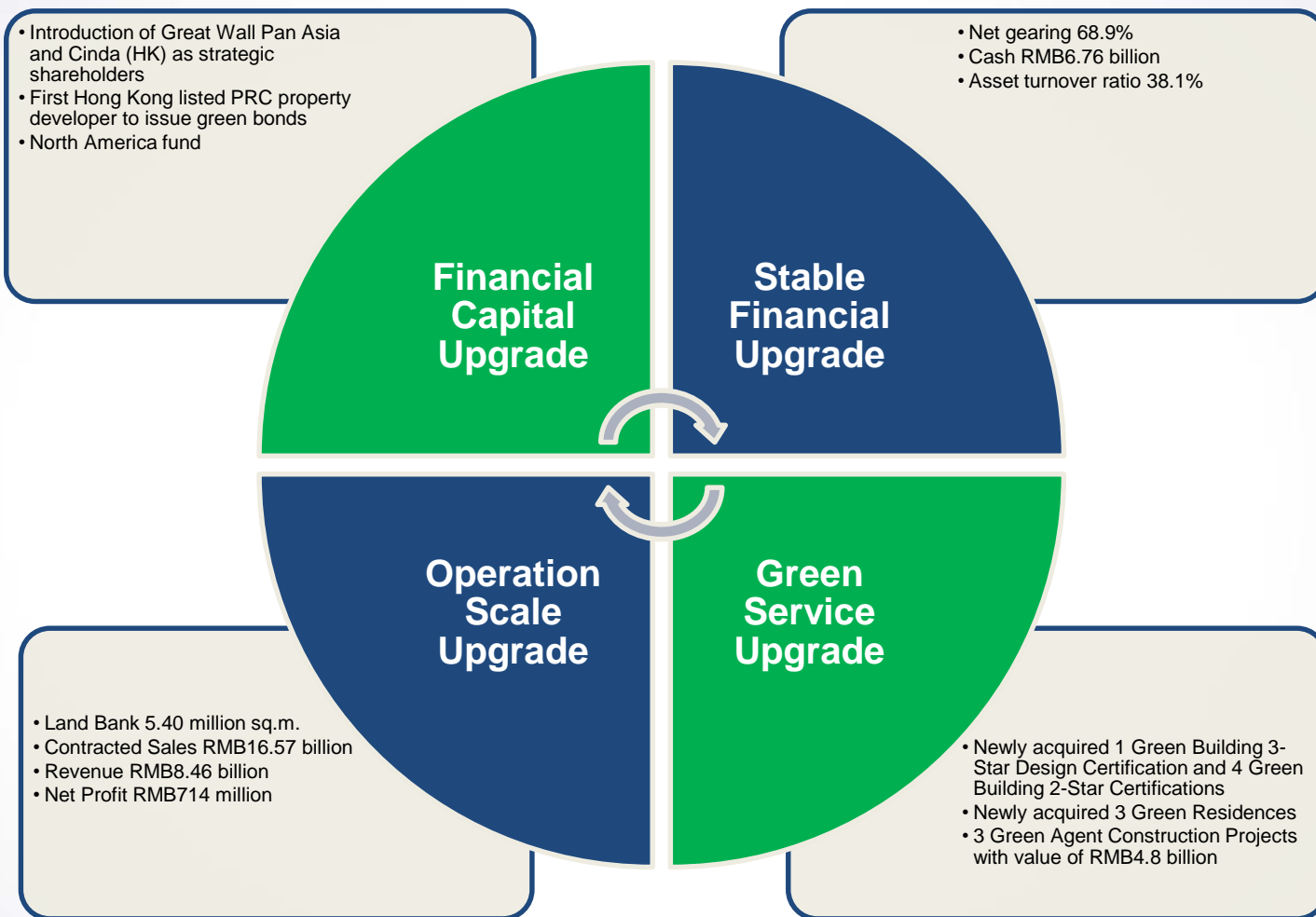


**Annual Cooling Consumption:** (kWh/m<sup>2</sup>)



**Annual Energy Consumption Percentage:**





# Financial Overview



## 01 | Significant Growth in Scale

### Results Show Stable Growth

- ✓ Revenue increased by approximately 33.2% year-on-year to RMB8,458 million.
- ✓ As at 31 December 2016, delivered gross floor area (GFA) (excluding carparks) was 1,117,308 sq.m., representing a year-on-year increase of 43.9%.
- ✓ Profit increased by approximately 18.8% year-on-year to RMB714 million.
- ✓ Total assets surged by approximately 81.3% year-on-year to RMB28,507 million.

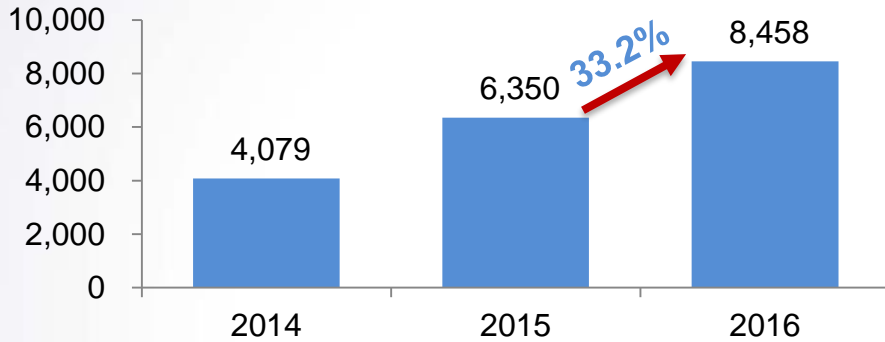
### Strong Properties Sales

- ✓ Contracted sales increased by 46.8% year-on-year to RMB16,572 million.
- ✓ ASP ascended by 28.1% year-on-year to RMB11,340 per sq.m.
- ✓ Area of properties under contracted sales and carparks increased by 15.3% and 40.4% respectively, to 1,432,608 sq.m. and 3,337 units.

# 01 | Significant Growth in Scale

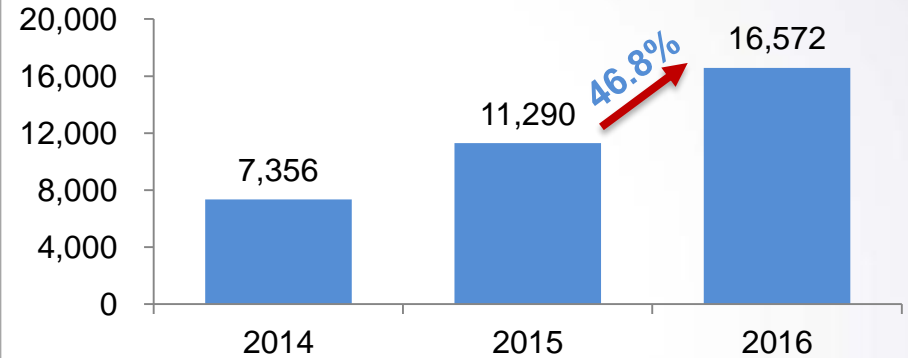
### Revenue

(RMB million)



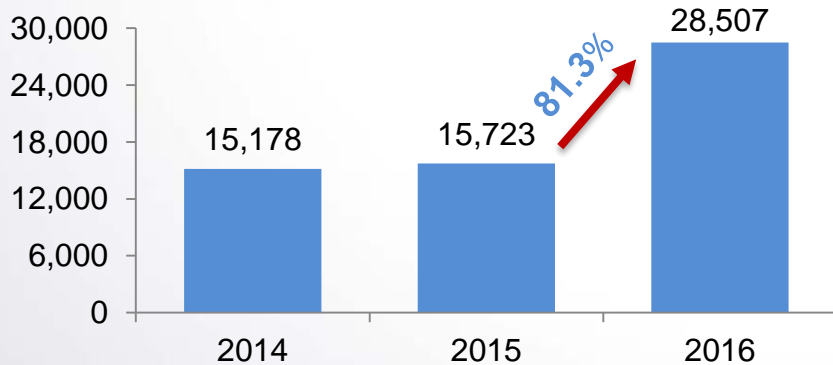
### Contracted Sales

(RMB million)



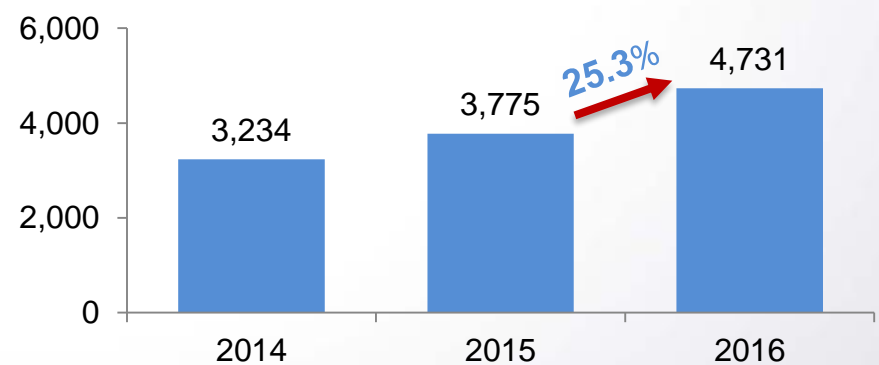
### Total Assets

(RMB million)



### Equity

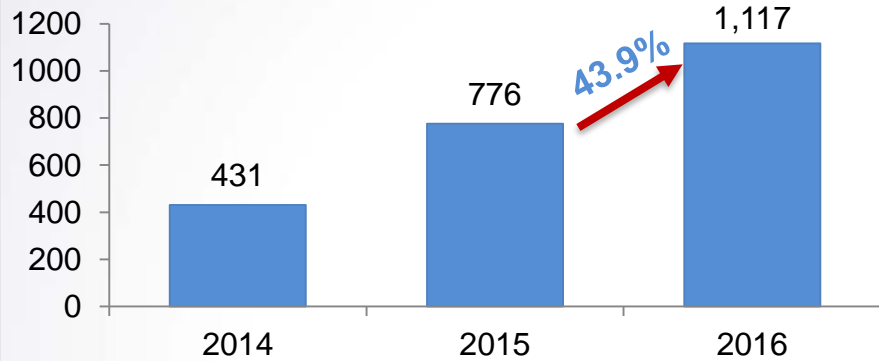
(RMB million)



# 01 | Significant Growth in Scale

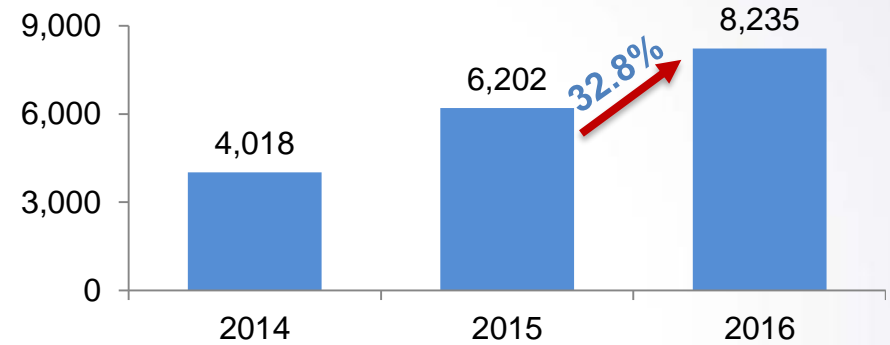
### Delivered GFA

(‘000 sq.m..)



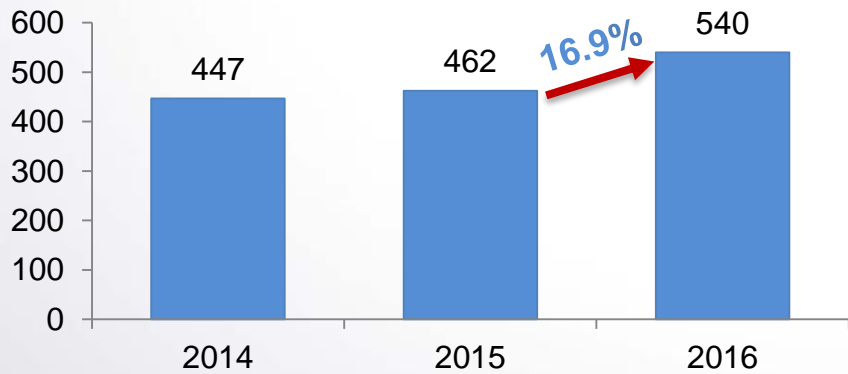
### Sales of Properties (Residence, Parking Space, and Commercial)

(RMB million)



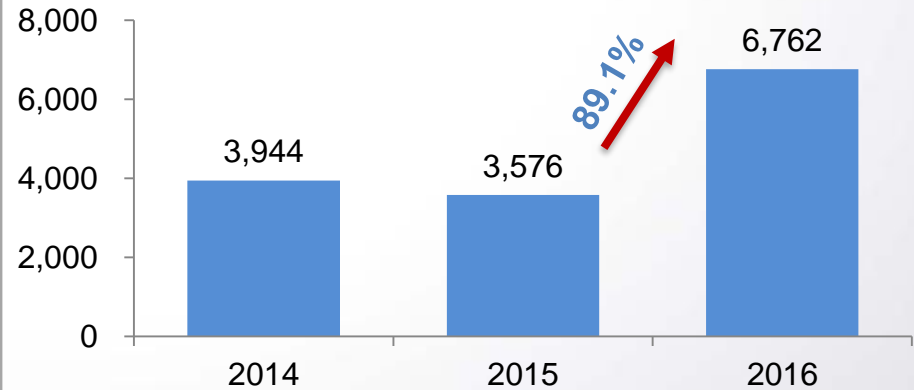
### Land Bank

(0,000 sq.m..)



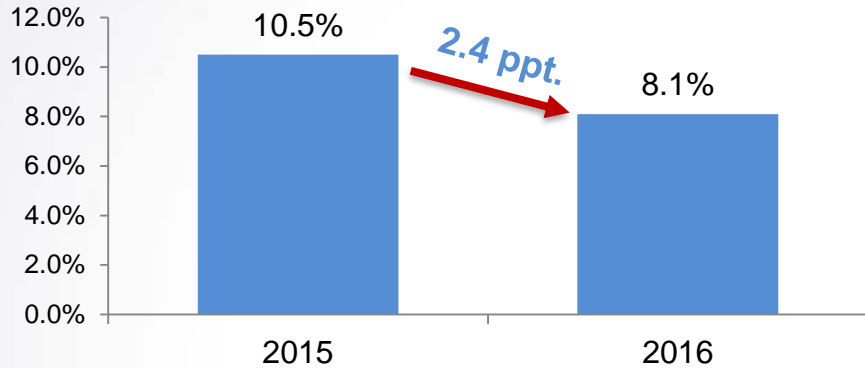
### Bank Balances and Cash (Including Restricted Cash)

(RMB million)

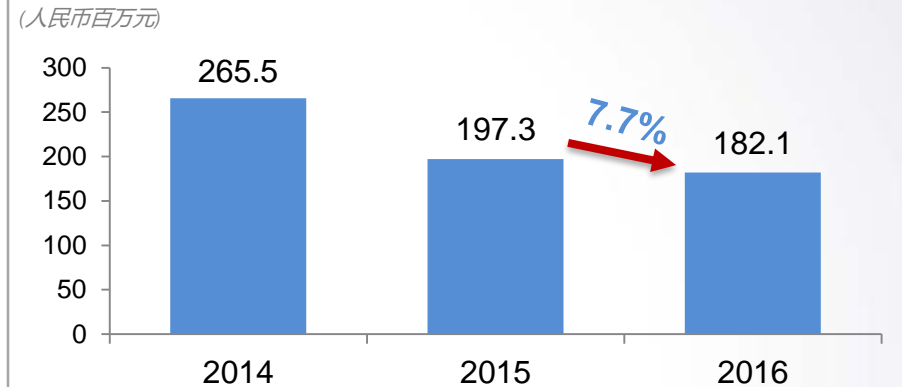


## 02|Stable Capital Structure

### Weighted Average Borrowing Cost

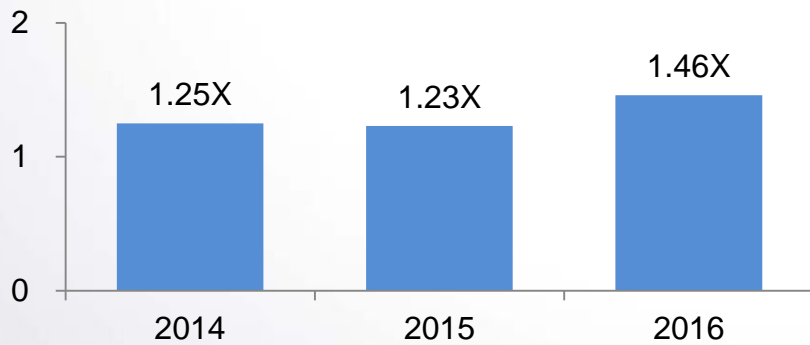


### Finance Costs



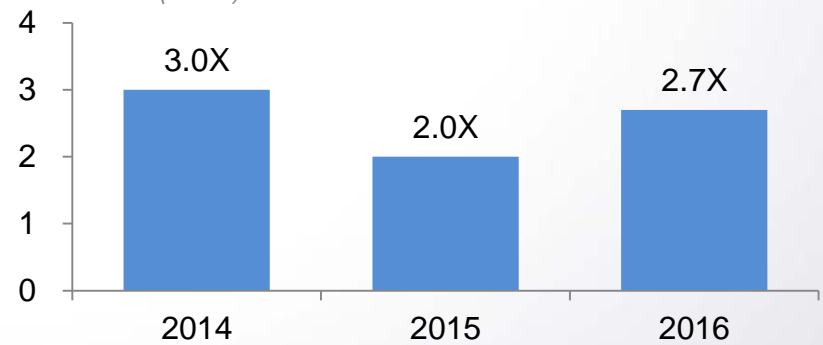
### Current Ratio

Liquidity Ratio (Times)



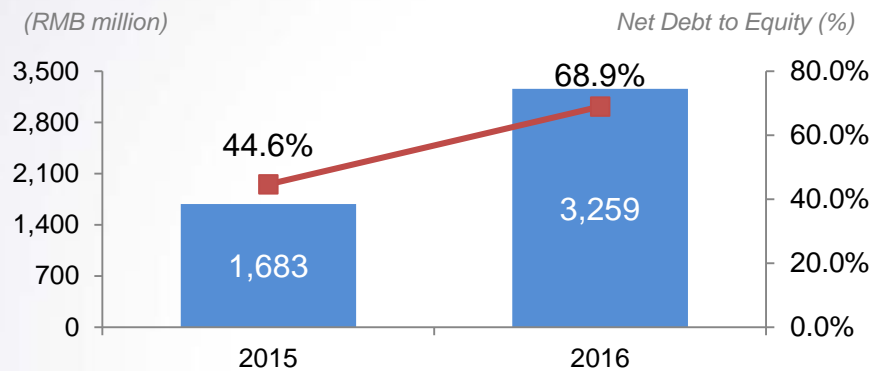
### Total Cash / Liability with Interest Due in One Year

Total Cash/Liability with Interest Due in One Year (Times)

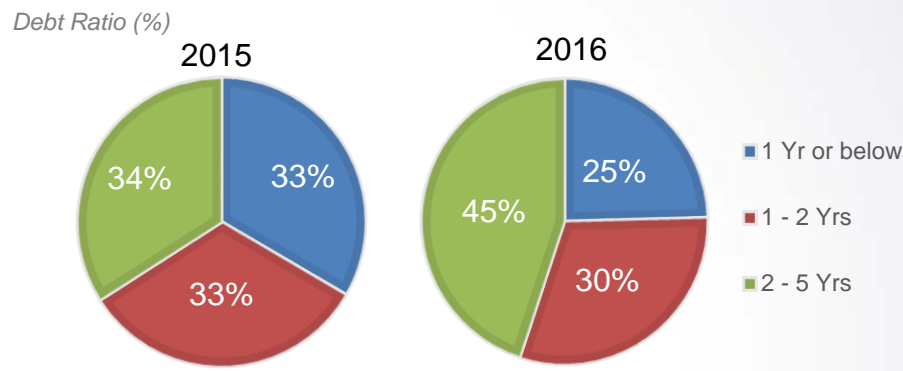


## 02|Stable Capital Structure

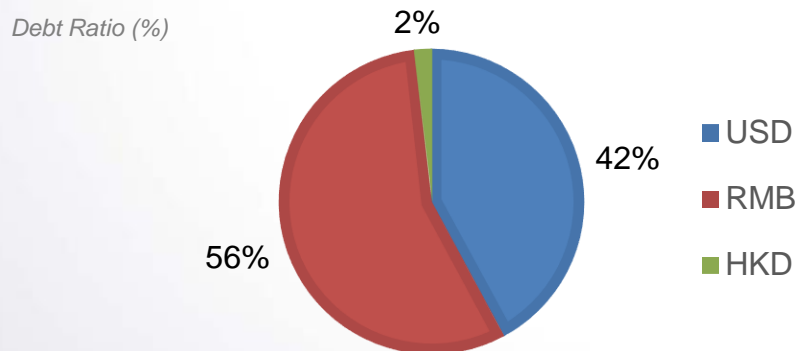
**Net Debt to Equity (Including Restricted Cash)**



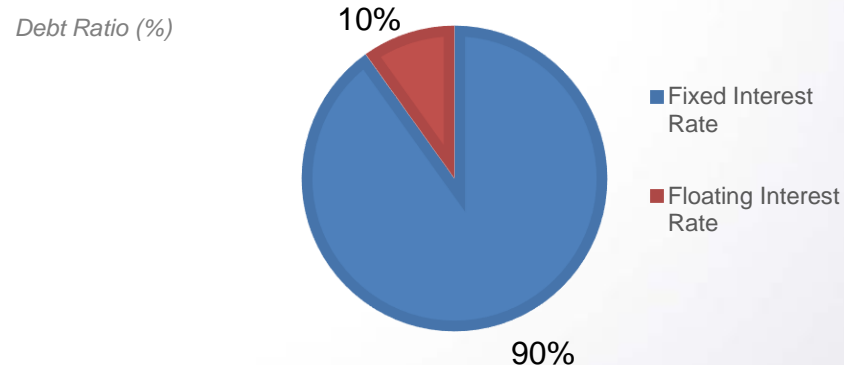
**Debt Info (By Duration)**



**Debt Info (By Currency)**

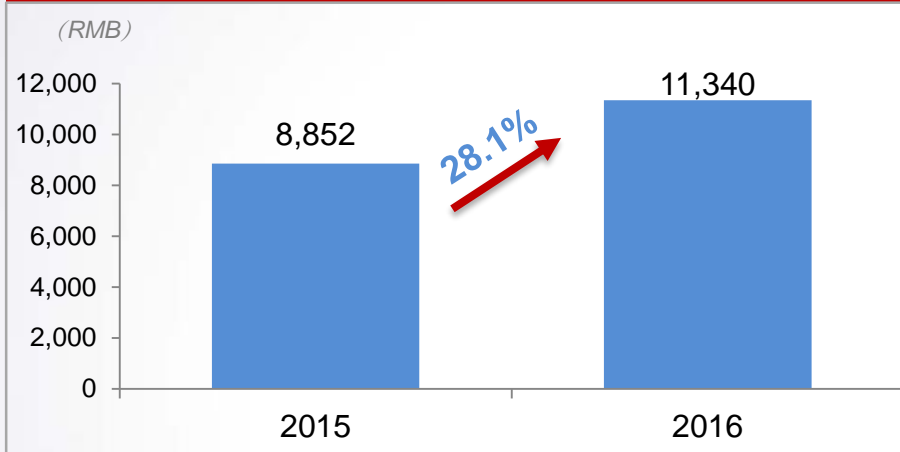


**Debt Info (By Category)**

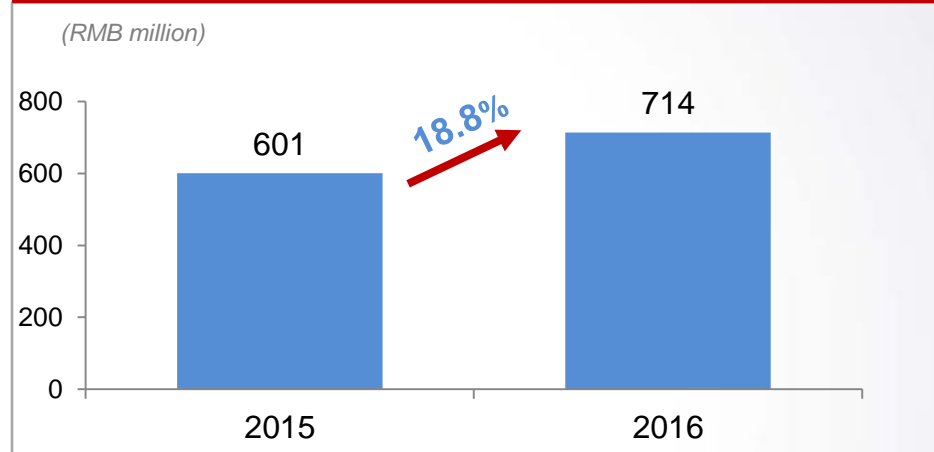


# 03 | Well-Performed Profit

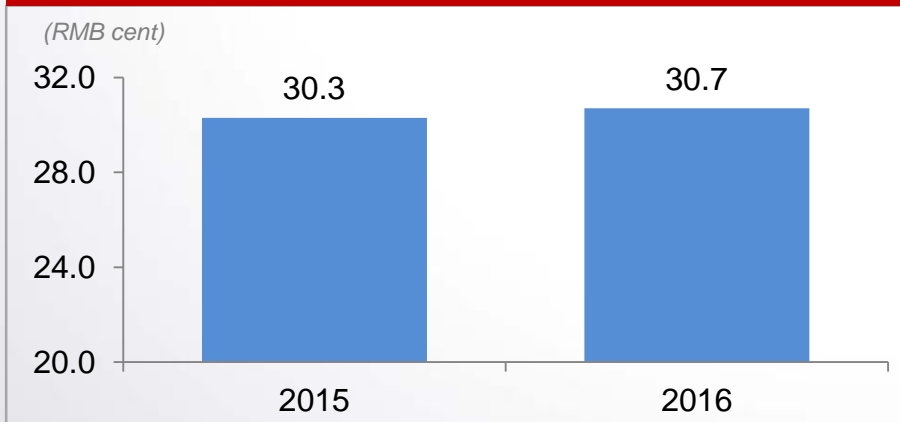
Average Selling Price



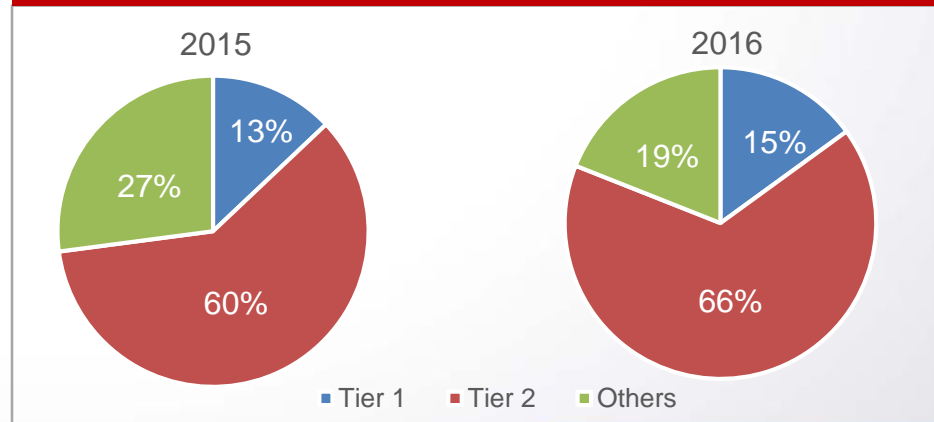
Profit



Diluted Earnings Per Share

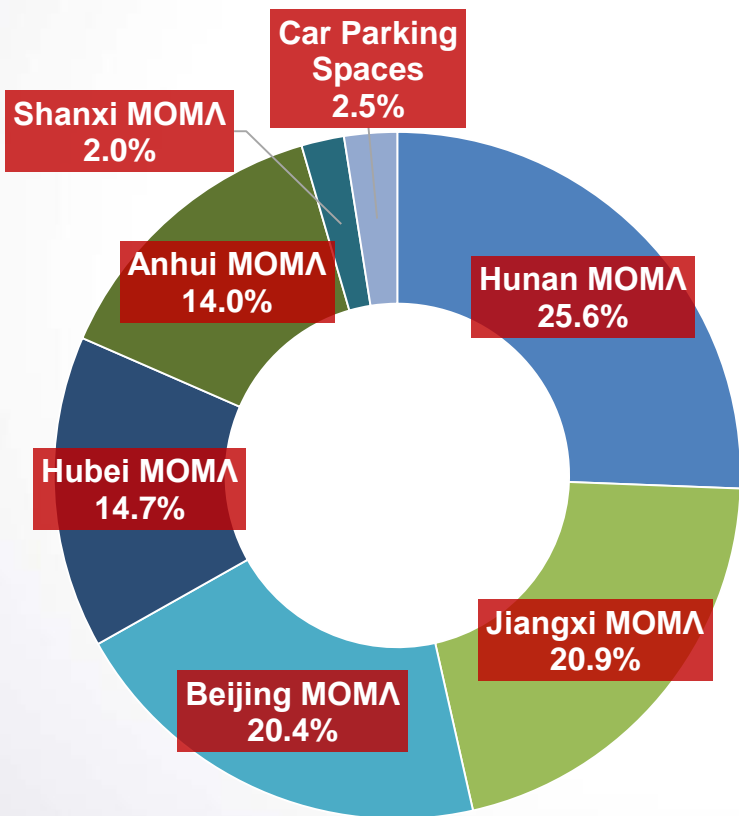


Land Bank (By Area)

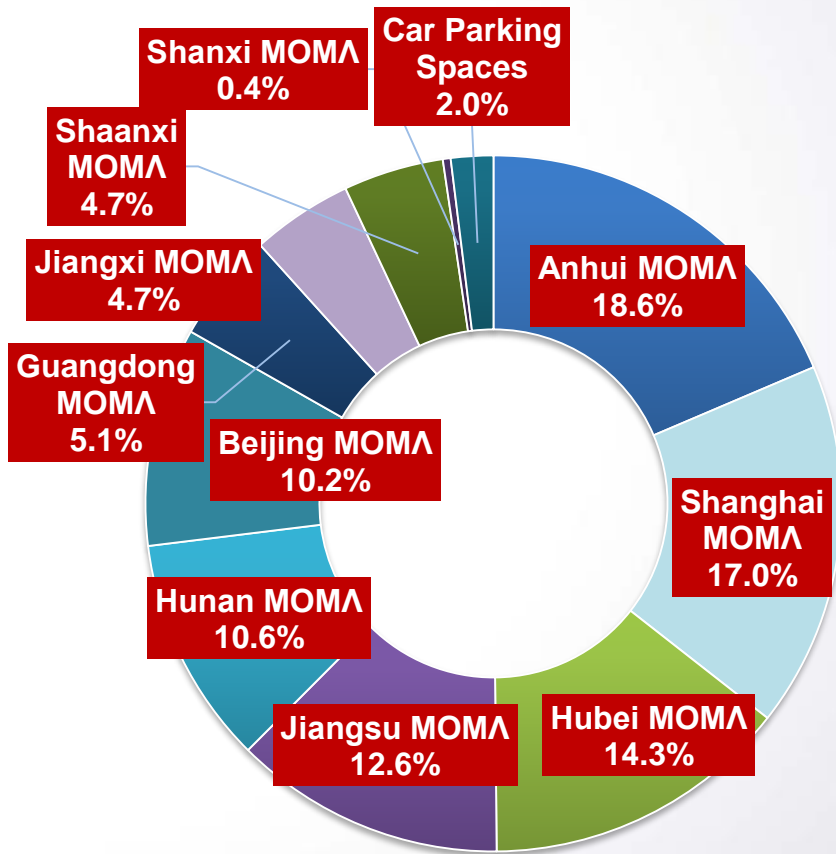


# 2016 Breakdown of Revenue and Contracted Sales by Region

In 2016, revenue of properties and car parking spaces was RMB8.235 billion. Companies' percentage distribution in different regions:



In 2016, contracted sales of properties and car parking spaces was RMB16.572 billion. Companies' percentage distribution in different regions:



# Conquer Journey

## 2016 Operation Highlights

- Financial Capital Upgrade
- Operation Scale Upgrade
- Green Service Upgrade

## Original Green & Blossoming Blue

### 2017 Outlook

- Green Financial Capital Platform
- Green Property Development Platform
- Green Mobile Interconnecting Operation Platform

# Conquer Journey

## 2016 Operation Highlights

- Financial Capital Upgrade
- Operation Scale Upgrade
- Green Service Upgrade



# Stable Growth Rate Robust Contracted Sales



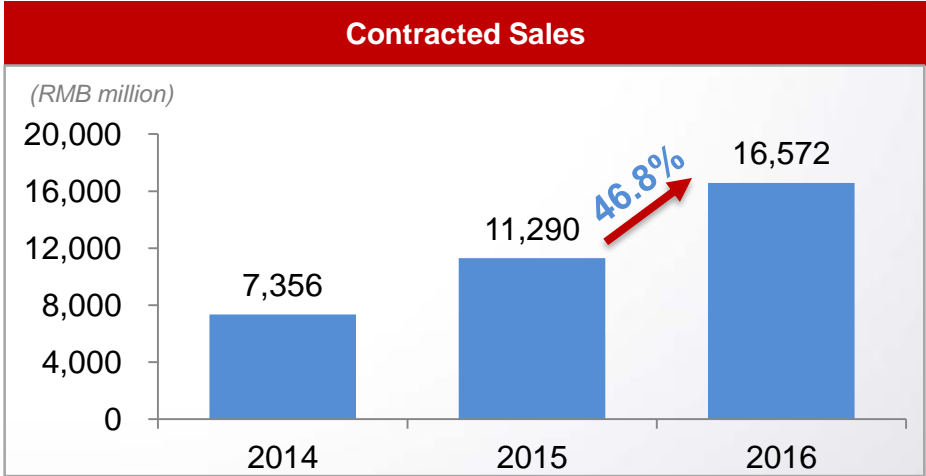
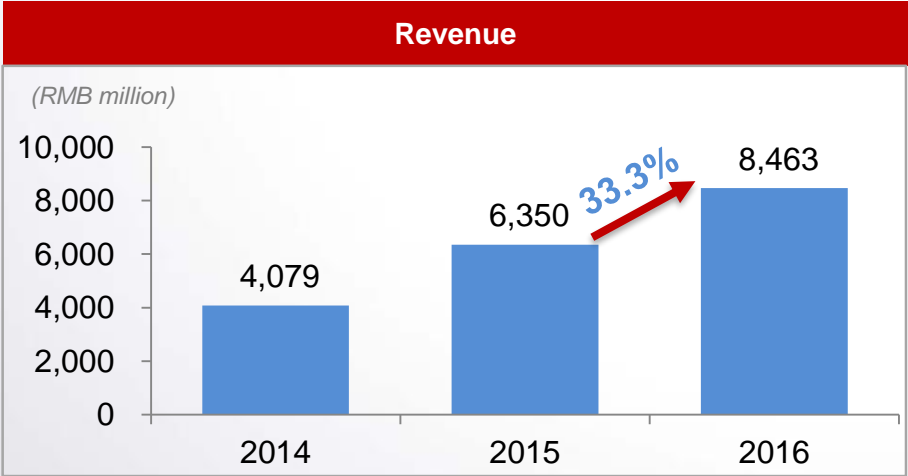
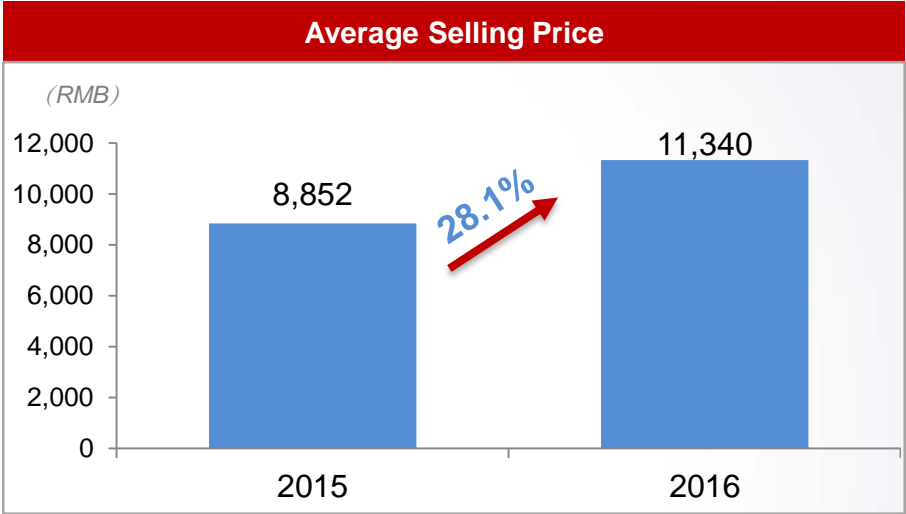
Contracted Sales showed a 46.8% YOY Growth



Revenue showed a 33.3% YOY Growth



Average Selling Price showed a 28.1% YOY Growth



In 2016, Modern Land introduced Great Wall Pan Asia International Investment Company Limited and China Cinda (HK) Asset Management Co., Limited as strategic shareholders.

- Introduced Great Wall Pan Asia as shareholder and formed North America fund to invest in offshore real estate projects with a goal to pre-focus on North American market, allocate global assets and hedge risk from currency and economic downturn
- Introduced Cinda (HK) Asset Management as second largest shareholder by placing at a premium to display Modern Land's high recognition in capital market



8 September 2016

Introduced Great Wall Pan Asia International  
Investment Company Limited



中國信達(香港)資產管理有限公司  
CHINA CINDA (HK) ASSET MANAGEMENT CO., LTD.

4 November 2016

Introduced China Cinda (HK) Asset  
Management Co., Limited



### Modern Land and Great Wall Pan Asia Formed North America Fund

On 24 November, Modern Land formed a fund with Great Wall Pan Asia International Investment Company Limited, a subsidiary of China Great Wall Asset Management Corporation to invest in real estate development projects in North America, complementing the Group's comprehensive strategic layout in domestic and overseas markets, integrating strategic investor's resource and fueling new growth momentum.

# Financial Capital Upgrade- Increasingly Recognized by Capital Market

- Rating B+, B2 with stable outlooks by international credit rating agencies Fitch and Moody's respectively
- Investment ratings of "Buy" by First Shanghai Group and Guotai Junan International
- First Property successfully listed on NEEQ
- Entered into strategic agreements with financial institutions including China Cinda, Jingu International Trust, NCB, etc.

## Positive and Stable Credit Ratings



20 May 2016 B2 Outlook Stable

**MOODY'S**



10 September 2016 B+ Outlook Stable

**Fitch Ratings**



## Stock Value Highly Recognized



27 June 2016 (Initiating coverage)  
Rating: Buy  
Target Price: HKD2.17



15 June 2016  
Rating: Buy  
Target Price: HKD2.26



## First Property Listed on NEEQ

On 29 April, First Property (Beijing) Co., Ltd., an affiliated firm of Modern Land was approved to list on NEEQ.

On 18 May, First Property was listed on NEEQ, becoming the leading enterprise in China's green technology property management sector.

# Financial Capital Upgrade- Innovative Green Finance

## Successfully Issued First Offshore Green Bonds among Hong Kong listed PRC Property Developers

- Became the first Hong Kong listed PRC property developer to issue offshore green bonds;
- With continual expansion of onshore financing, financing cost reduced over 200BP;
- Net debt to equity ratio increased rationally within controllable level while fully deploying a financial leveraging effect under the balance of risk and profit;
- Formed offshore fund to invest in real estate development projects in North America;
- Green Living Equity Investment Fund raised **RMB2 billion** and invested RMB700 million. Rapid expansion of industry chain fund paved way for vertical integration.



On 21 October 2016, successfully issued USD350million green bonds due 2019  
 On 10 January 2017, successfully issued additional USD150million 6.875% green bonds due 2019

**Offshore USD-denominated Green Bond**



**Offshore Fund**

On 24 November, Modern Land formed a fund with Great Wall Pan Asia International Investment Company Limited to invest in real estate development projects in North America.



**Green Supply Chain Finance**

Green Living Equity Investment Fund integrated quality resources in the industry chain and built the mode of "Asset Management Real Estate". As at end of 2016, it has raised **RMB2 billion** and invested RMB700 million.

# Operation Scale Upgrade-Rapid and Precise Layout

Tapped into Two Core Cities,  
Acquired 13 Projects with Value of RMB51 Billion

- Tapped into two core cities in the PRC as **Nanjing & Huizhou**, focused on Tier I cities, strong Tier II cities, hot city agglomeration and economic belts with high growth rates;
- Promoted land acquisition method by building an outstanding Merger & Acquisition(M&A) team to control projects risk and to acquire quality land bank with high premium and low risk from Tier 1 or Tier 2 cities;
- Deployed asset-light strategy on the basis of green agent construction and green technology consultancy to accomplish new growth mode of low risk and high profit.

City	Acquisition Time	Acquisition Method	GFA(sq.m.)	Estimated Value(RMB)
Beijing	2016/1/27	Auction	163,593	51 billion
Changsha	2016/1/28	Equity Acquisition	453,948	
Suzhou	2016/4/7	Auction	80,511	
Suzhou	2016/4/7	Auction	24,078	
Suzhou	2016/4/8	Auction	58,373	
Nanjing	2016/6/20	Equity Acquisition	54,486	
Taiyuan	2016/6/23	Equity Acquisition	201,600	
Wuhan	2016/7/8	Auction	39,810	
Suzhou	2016/11/3	Equity Acquisition	154,294	
Taiyuan	2016/11/15	Equity Acquisition	251,124	
Huizhou	2016/12/2	Legal Auction & Assets Acquisition	209,700	
Beijing	2016/12/8	Equity Acquisition	130,030	
Hefei	2016/12/16	Auction	258,402	
Total			2,079,949	



In 2016, international subsidiary of the Company newly acquired two projects in **Seattle** including Modern Seattle No.9 Street Ivy MOMC Project and Modern Seattle Redmond Square Ivy MOMC Project. The two projects together with the existing one, Modern Houston Ivy MOMC project are expected to start construction and sales in 2017-2018 consecutively. Modern Land strategically expanded North American market, acquired quality projects in Seattle, mitigated uncertain risk under trend of globalization, allocated USD-denominated assets and hedged risk. Ivy MOMC standardized product line features the business mode of community complex for the elderly by investing in and developing living homeland with sustainable development, full-life cycle, comprehensive facilities, cozy environment as well as service for the elderly (Full-life Cycle Community for short).

### Seattle



#### Seattle

##### Modern Seattle No.9 Street Ivy MOMC Project

Comfortable leasing apartment

The project has obtained Master Use Permit(MUP) and is expected to obtain construction permit in April 2017 and start construction in May 2017.

##### Modern Seattle Redmond Square Ivy MOMC Project

Ivy MOMC standardized product line

The project is expected to obtain permit by Society of Professional Engineers(SPE) in December 2017 and start construction in May 2018.



### Houston

#### Houston

##### Modern Houston Ivy MOMC Living Community

Ivy MOMC standardized product line

The project has obtained Planned Development(PD) permit and is under construction.



# Operation Scale Upgrade- Innovative Modes of Land Acquisition

Acquired quality lands by deploying asset-light strategy

Modern Land innovatively acquired quality land bank through various asset-light strategies including **project cooperation, merger & acquisition, green agent construction** with an ultimate goal to dispose traditional over-dependence mode on capital, land and other resources.

## M&A

**70%**

### M & A Project Ratio by Land Area

- Low land costs
- Short permits process
- Fast cash flow
- Ample financing guarantee

City	Acquisition Time	Acquisition Method	Total GFA(sq.m.)
Changsha	2016/1/28	Equity Acquisition	453,948
Nanjing	2016/6/20	Equity Acquisition	54,486
Taiyuan	2016/6/23	Equity Acquisition	201,600
Suzhou	2016/11/3	Equity Acquisition	154,294
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Huizhou	2016/12/2	Legal Auction & Assets Acquisition	209,700
Beijing	2016/12/8	Equity Acquisition	130,030

## Green Agent Construction

In 2016, Modern Land successfully acquired 3 green agent construction projects which featured Modern Land's core competitiveness of green technology and expanded green technology influence in constructions with an ultimate goal to pave way for the Group's future development.

3 Agent Construction Projects      Total GFA of 840 Thousand sq.m.  
 Taiyuan Project, Xi'an Modern Hongfu City Plaza, Changsha Wangcheng Modern Ya Yuan



### Green Agent Construction Core Competitiveness

- Brand premium capability
- Green energy-saving conception
- Design and innovation
- Mature product line
- Procedure and operation
- Complete service system

# Operation Scale Upgrade-Robust Sales

Completed 16 Launches in 2016,  
Average Selling Ratio of 87% on Launch

9 projects including Suzhou Modern Wan Guo Fu MOMA, Shanghai Modern Wan Guo Fu MOMA were launched in 2016. Suzhou Modern Wan Guo Fu MOMA, Shanghai Modern Wan Guo Fu MOMA, Hefei Modern MOMA Future City, Wuhan Guanggu Man Ting Chun MOMA and Suzhou Shishan Modern MOMA were sold out on the launch day.

Average Selling Ratio on Launch for the Year **87%**

**Hefei** 🔥  
On 30 July, Modern MOMA Future City sold **1000** units on the launch day.  
On 10 September, Modern MOMA Future City sold **208** units on the launch day.

**Beijing** 🔥  
On 23 July, Modern North Star MOMA VILLAGE sold **RMB400 million** on the launch day.  
On 24 September, Modern North Star MOMA VILLAGE sold **176** units on the launch day.

**Xi'an** 🔥  
On 9 July, Modern Man Tang Yue MOMA sold **280** units on the launch day.

**Xiantao** 🔥  
On 2 April, Modern Man Ting Chun MOMA sold **160** units on the launch day.

**Shanghai** 🔥  
On 27 March, Modern Wan Guo Fu MOMA sold **RMB1.15 billion** on the launch day.  
On 24 June, Modern Wan Guo Fu MOMA sold **RMB1 billion** on the second Launch day.  
On 23 September, Modern Wan Guo Fu MOMA sold **212** units on the launch day.

**Suzhou** 🔥  
On 12 March, Modern Wan Guo Fu MOMA sold **RMB280 million** on the launch day.  
On 21 May, Modern Wan Guo Fu MOMA sold **RMB660 million** on the second launch day.

**Wuhan** 🔥  
On 2 April, Modern MOMA Huan Cheng sold **160** units on the launch day.  
On 7 September, Modern MOMA Huan Cheng sold **444** units.



Suzhou



Xi'an



Foshan



Wuhan



Shanghai



Hefei

With **property restrictions** in hot cities in 2H2016, **products** become the foundation of **hot sales**.

## Launch Status of Projects under Property Restrictions Period

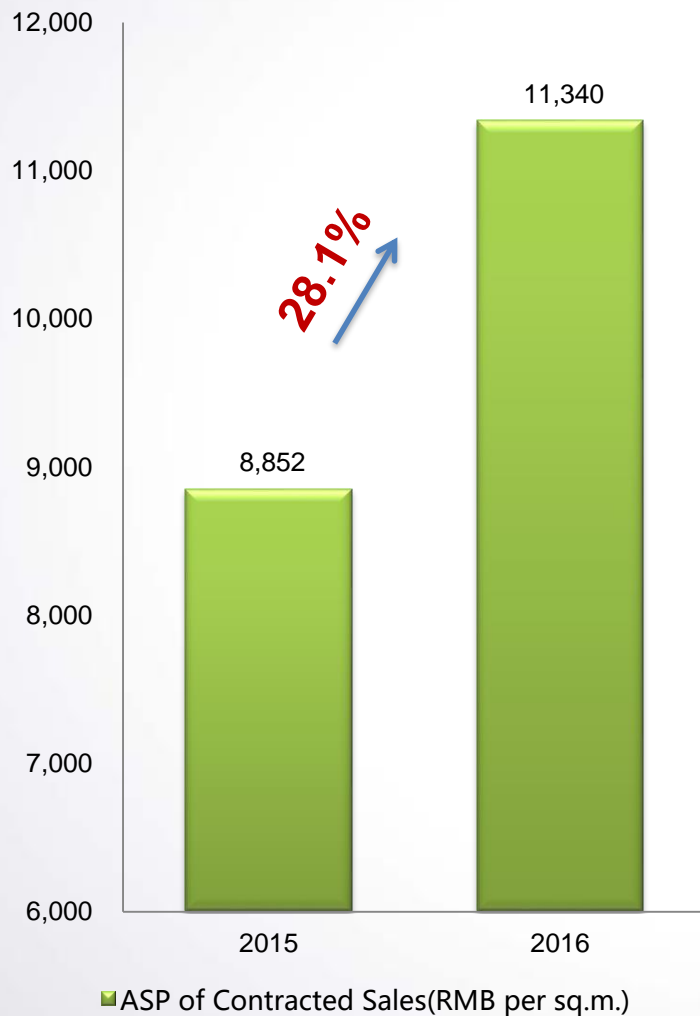
Launch Day	Project	Category	Launch Units	Clearing Ratio
23 September	Shanghai Modern Wan Guo Fu MOMA	Residence	221	80%
13 October	Hefei Modern MOMA Future City	Residence	160	
12 November	Foshan Modern Wan Guo Fu MOMA	Residence	346	
28 December	Suzhou Shishan Modern MOMA	Residence	256	

Restricted Project Selling Ratio on Launch

**80%**

# Operation Scale Upgrade-Robust Sales

## Rapid Selling & High Premium



Premium Status of 2016 New Projects

Project	Average Price(RMB per sq.m.)	Average Price in Neighborhood (RMB per sq.m.)	Detail	Remark
 Heifei Modern MOMA	22,000-23,000	18,000-20,000	2016 Leading average price in neighborhood	Source: CRIC & Market Research
 Hefei Modern MOMA Future City	10,000	8,000	Leading average price among tall buildings in neighborhood	
 Suzhou Modern Wan Guo Fu MOMA	30,000	24,000-25,000	Green technology luxury residence model at remarkable premium in neighborhood	
 Foshan Modern Wan Guo Fu MOMA	23,000	18,000-20,000	Leading average price among tall buildings in neighborhood	
 Beijing Modern MOMA VILLAGE	50,000	45,000	Commercial price model with leading clearing ratio on launch	
 Shanghai Modern Wan Guo Fu MOMA	39,000	35,000	Launch at premium on the third day after property price restrictions	

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# Operation Scale Upgrade-Digital Operation

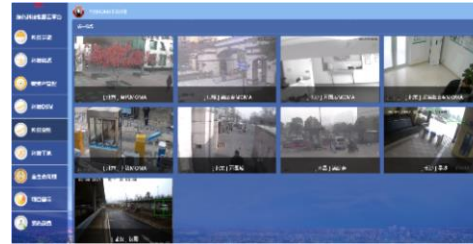
## Instant Remote Monitoring, Big Data Automatic Analysis and Risk Alert

Modern Land focuses on the principle of “6867810”, adheres to high product liquidity and fast marketing, specifies procedures and builds up an operation platform of standardization, digitalization and visualization. The Company guarantees the green construction management technology during full process through **instant remote monitoring, big data automatic analysis and risk alert of whole process.**

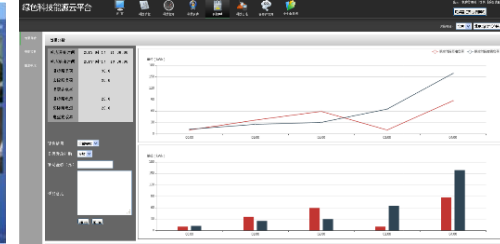
Procedure and Operation: specify 6867810 requirements of each step

Information System Application: Launch of self-developed whole-cycle industry chain information cloud platform of green technology

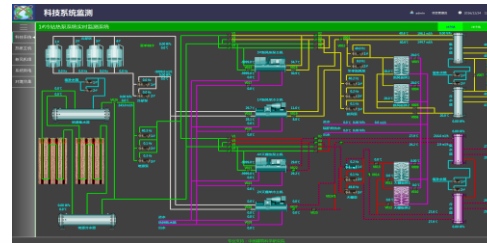
Start construction in six months	Construction permits	Target customer & product	Standardized picture application	Strategic cooperation with procurement institution	Project management & planning	Personnel & Facilities	Process arrangement
Launch in 8 months	Pre-sale permits	Marketing & promotion	Graphic output	Main contract & Sub-contract designation	Project image & progress guarantee	Incentives & punishments	Cooperation & monitoring
678 clearing	-	Customer conversion ratio	-	-	-	Incentives & punishments	Cooperation & monitoring
Positive Cash flow in 10 months	-	Contract Redemption & cash flow monitoring	-	Rational costs control	Complete construction	Incentives & punishments	Cooperation & monitoring



Instant Transferring of Projects



Auto Analysis of Data



Full Monitoring of Energy System

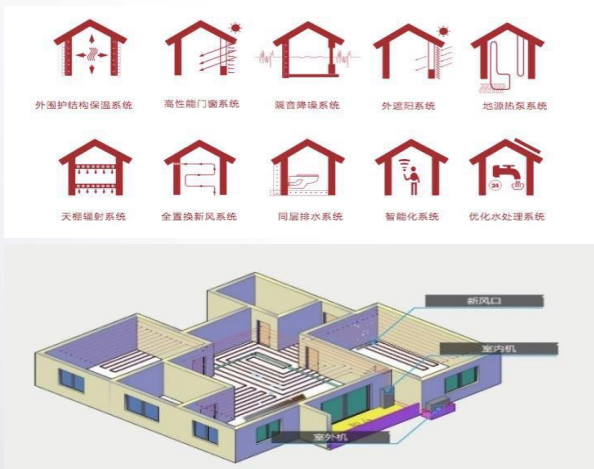
# Operation Scale Upgrade-Green Innovation

Owns 65 Green Core Technology Patents including 23 Invention Patents  
 Delivered Energy-saving Constructions Annually Save Consumptions of 25 million kWh of Energy and 25,000 Tons of Coal

Data as at 2016

Source from Energy Consumption Standards and Coal Consumption Standards of Modern Land's Projects

Through green technology, solved problems of adjustability and controllability in units  
 Through green products, solved indoor environment, air and water problems.  
 Through green community, solved indoor air threats and build full-space and full-element environmental ecology.



- Constant Temperature: Optimum Temperature (maintains at 20-26 °C)
- Constant Quietness: Quiet Environment (<35-40 db)
- Constant Humidity: Optimum Humidity (30-70% relative humidity)
- Constant Oxygen: Air Refreshing Frequency (0.5-0.8 time/h)



Released “White Paper on the Strategic Development of its Green Technology”

- Outlined Modern Land's green development strategies in 5 years
- Outlined Modern Land's green technology directions
- Sustainably upgraded core competitiveness of leading green technology developer



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## 1 Green Building 3-Star Design Certification Project and 3 Green Residences

- ✓ In 2016, Hefei Modern MOMA was granted Green Building 3-Star Design Certification. Xiantao Modern Man Ting Chun MOMA project was granted Green Building 2-Star Design Certification. Beijing Modern Shangdi MOMA residential project, Taiyuan Modern Wan Guo Cheng MOMA project and Changsha Modern Wan Guo Cheng MOMA project were granted Green Building 2-Star Operation Certification.
- ✓ In 2016, Suzhou Modern Wan Guo Fu MOMA and Shaanxi Modern Man Tang Yue MOMA were granted Green Residences. On 17 March 2017, Suzhou Modern Wan Guo Shu MOMA was granted Green Residence.
- ✓ In 2016, Dongdaihe Bai Jin Hai MOMA became the **first approved** co-development project of China Residential Environment since the green residence standards were released.

**★★Design**

Xiantao Man Ting Chun MOMA Phase II Tower16-20

**★★Operation**

Changsha Modern Wan Guo Fu MOMA residential project

**★★Operation**

Beijing Shangdi MOMA residential project

**★★Operation**

Taiyuan Wan Guo Cheng MOMA –B Parcel Tower 1-3, 5-7 and carparks projects

**★★★Design**

Hefei Modern MOMA project

**★★★Design**

Modern Man Tang Yue MOMA was granted Green Residence

**★★★Design**

Suzhou Modern Wan Guo Fu MOMA was granted Green Residence

**★★★Design**

Suzhou Modern Wan Guo Shu MOMA was granted Green Residence

**★★★Design**

Suzhou Modern Wan Guo Fu MOMA

**★★★Design**

Xi'an Modern Man Tang Yue MOMA

**★★★Design**

Suzhou Modern Wan Guo Shu MOMA

**★★★Design**

Green Building 3-Star Certification

**★★Operation**

Green Building 2-Star Certification

# Green Service Upgrade-Brand Glory

## Enhanced Industry Recognition and Influence

Leveraging on its operation experiences in the green real estate sector, Modern Land has achieved prominent performance with abundant awards in aspects of operation mode, social brand, etc. by building professional product lines, complete facilities and multi-sector development, etc.

- ✓ 2016 Top 10 Hong Kong Real Estate Listed Companies with regard to Wealth Creation Capability
- ✓ 2016 Top 10 Hong Kong Real Estate Listed Companies with regard to Investment Value
- ✓ 2016 Valuable Real Estate Company for the Capital Market
- ✓ 2016 Top 100 China Real Estate Companies with regard to Development Capability
- ✓ Top 10 Real Estate Companies with regard to Innovation
- ✓ 2016 Best Real Estate Employer Companies

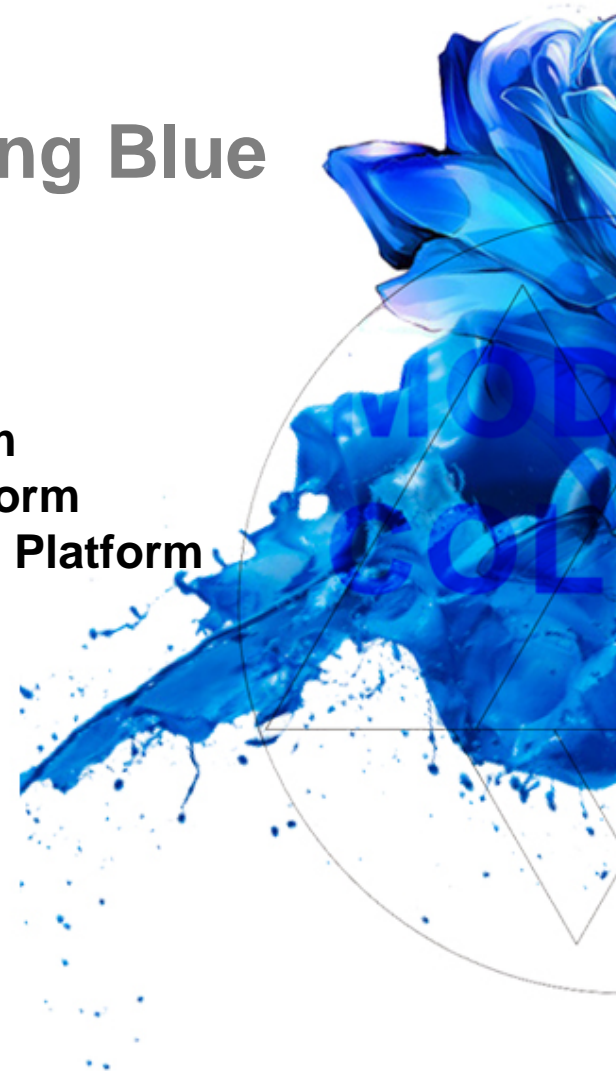


Sources  
People's Daily Online, Capital Week, CRIC, China Real Estate Association, China Real Estate Assessment Center, Top10 China Real Estate Research Group

# Original Green & Blossoming Blue

## 2017 Outlook

**Green Financial Capital Platform**  
**Green Property Development Platform**  
**Green Mobile Interconnecting Operation Platform**



# Industry Trend Analyzation

## 2017 Market Outlook

- ✓ Property sales volume and price are picking up because city policy controls the market risk, resulting in steady macro environment. Tier I cities enter the era of housing stock; the trend of destocking of tier III and IV cities is remain unchanged; tier II cities are continue to be focused on. Part of the central cities are benefited from the urban development. Sales volume and price of cities with great potential enter into a steady growth period.
- ✓ The market share of real estate enterprises with sales of RMB10 billion rose to 50%. Reorganization of central enterprises and state-owned enterprises leads to industry consolidation while the trend of real estate and capital integration is accelerating.
- ✓ Industry competition turns white-hot. To real estate enterprises, it is not the competition between cities, but a national competition. Real estate enterprises are revaluing cities, land stocking and enhancing the skill of land acquisition.
- ✓ Real estate industry enters into a content era from developers to operators. Hot cities at all levels of the transaction structures are increasing significantly. Differentiation of tier I, II cities and tier III, IV cities are more significant.



High Focus

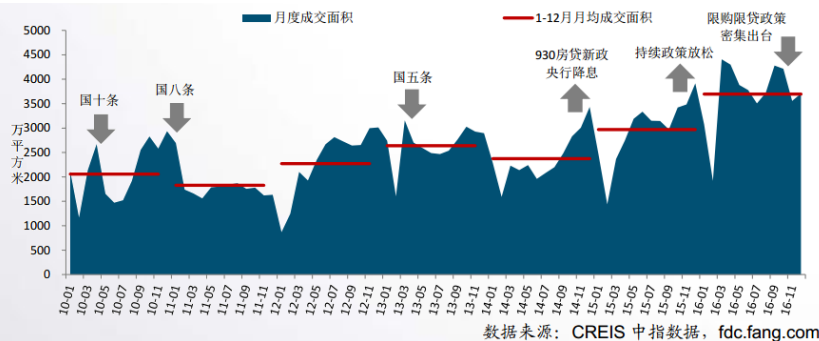


High Competition



High Differentiation

2010-2016 Monthly Sales Volume in Top 50 Cities



6/2010 – 12/2016 Residential Housing ASP and QoQ Changes in 100 Key Cities



## Internal Control Platform of Assets & Wealth Management

The Company is dedicated to creating green finance system which combines industry and finance. Through various finance channel including green finance, internet finance, venture capital (VC) finance and offshore finance, etc., the cost of financing will continue to drop at a stable pace.



**Green Finance**



**Internet Finance**



**VC Finance**



**Offshore Finance**



# Green Property Development Platform

## Sustainably Keep Projects Launching

### Cultivated in Selected Cities

Modern Land (China) achieves 3 types of standardized product lines in different cities with rational layout.

Investment target of 2017: 1<sup>st</sup> product line not lower than 40%, 3<sup>rd</sup> product line not lower than 30%, 2<sup>nd</sup> product line not higher than 30%.

**Domestic layout:** Urban GDP、GDP growth rate、Per capita GDP、Per capita disposable income are in higher level. Reasonable industrial structure, large resident population base, stable population growth rate, strong population adsorption, relatively stable real estate market, low in residential land digestion cycle, market sales ratio and residential properties sold out cycle; a relatively stable development; real estate prices have a certain upside.

**International layout:** Reasonable industry layout, real estate industry is in upside trend; Cities are most preferred for Asian people, especially Chinese; superior nature environment, mature elderly caring market, sales is in the upside trend and occupancy rate is stable of elderly caring products are the essential criteria of selection.

**Green Agent Construction:** Leverage on output management and reduce input costs. Plan to newly acquire over 8 green agent construction projects.

**Plan to complete 33 project launches in 1H 2017.**



### Key Selected Cities

#### Northern China

Beijing, Tianjin, Taiyuan, Xi'an, Zhengzhou, Jinan

#### Eastern China

Shanghai, Nanjing, Suzhou, Hangzhou

#### Central China

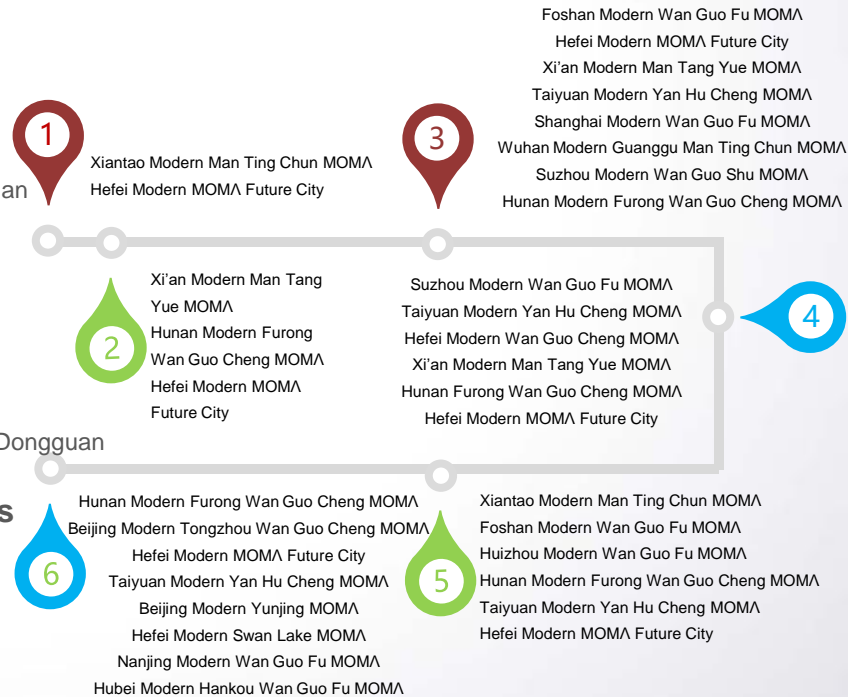
Wuhan, Changsha, Hefei, Nanchang

#### Southern China

Guangzhou, Shenzhen, Foshan, Zhuhai, Zhongshan, Dongguan

### Continuous development cities

Beijing, Shanghai, Wuhan, Suzhou, Hefei, Nanjing, Changsha, Xi'an Taiyuan, Nanchang, Foshan



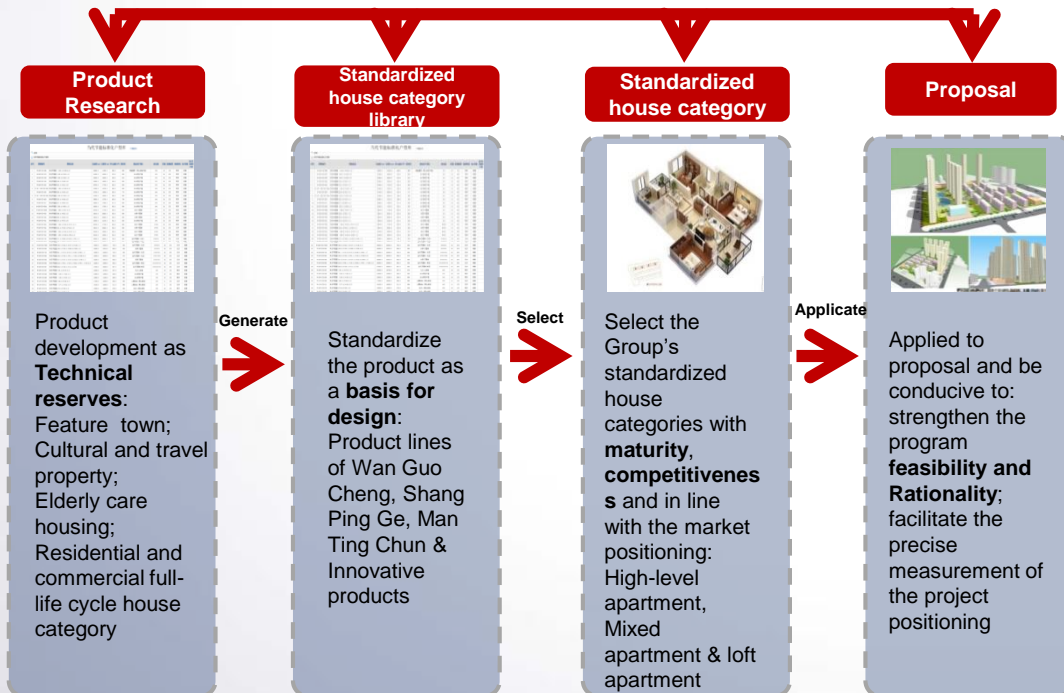
1H 2017 Launching Plan

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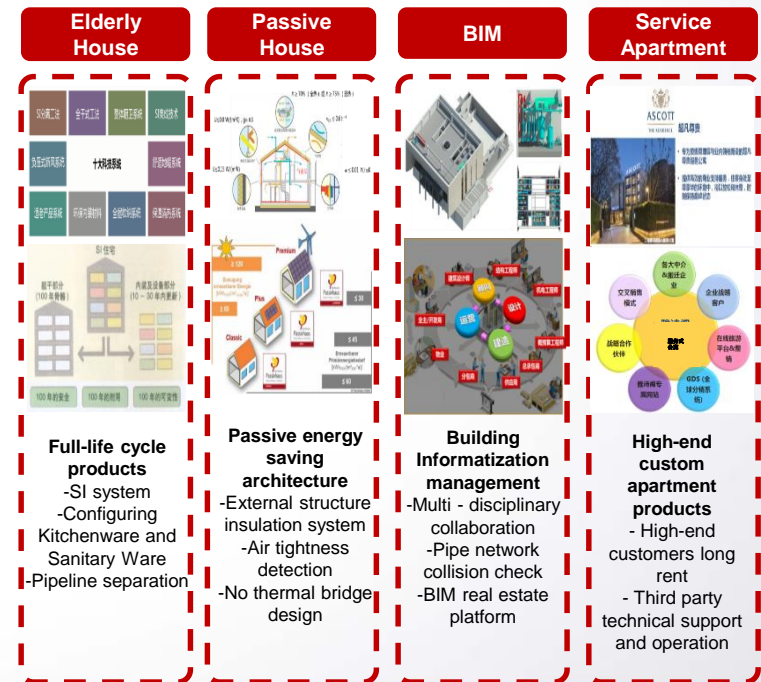
# Green Property Development Platform Delicate Products Expansion Plan

Collaboration of planning and design professional and marketing customer service professional, to explore the various product lines corresponding to the needs of customers. Divided the customer needs from demand level and demand type when exploring. Have to satisfy the customer's explicit demand (such as supporting facilities) and explore the customer's potential needs (such as community contacts), while trying to further explore the guide of needs (such as intelligent life).

## Standardized product applications—— Monomer scheme selection Feedback, Enhancement

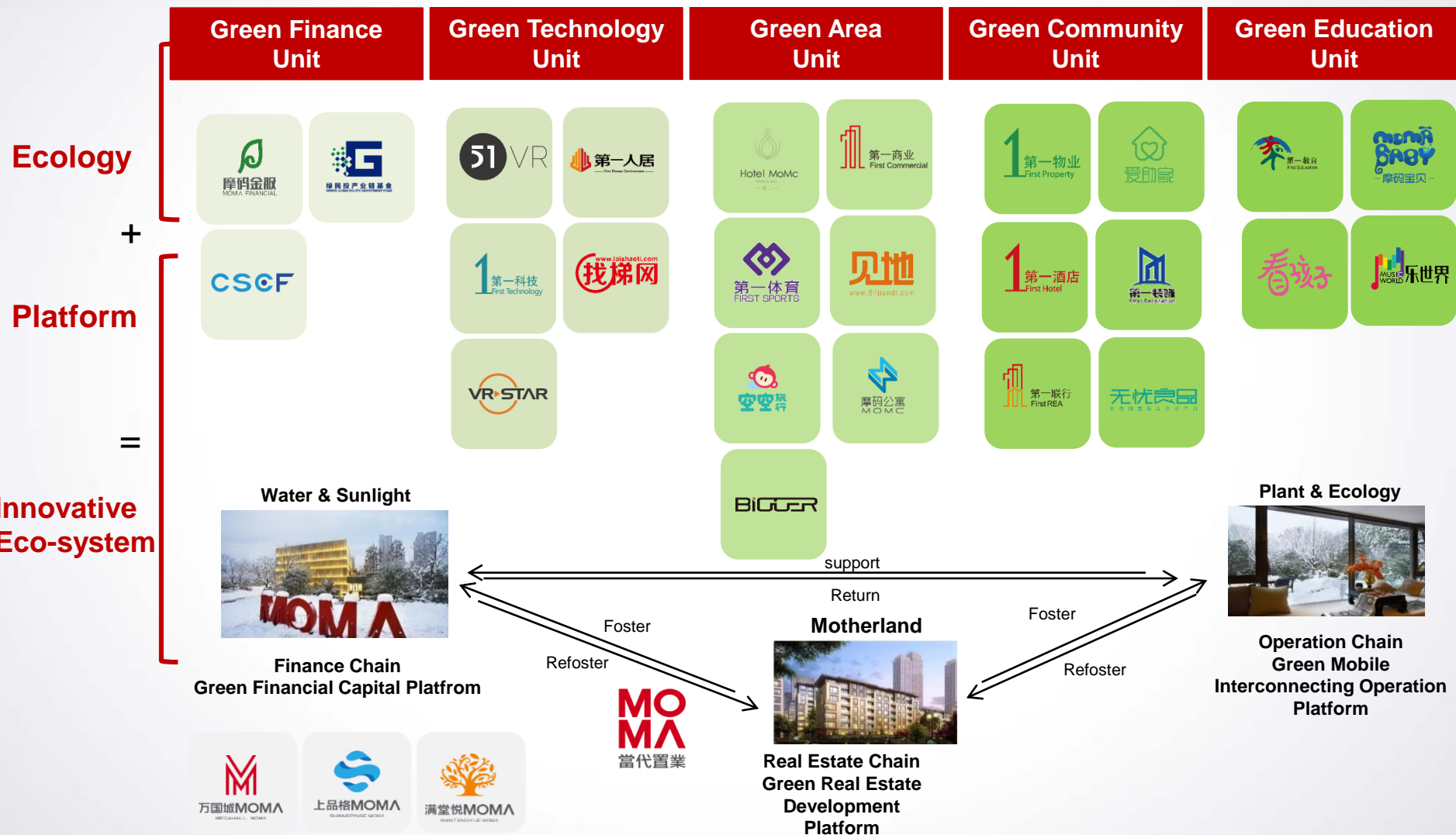


In 2017, the product research and development team focuses on four projects. It has completed passive housing, BIM, service apartment in Tongzhou project. Elderly house has completed the early theoretical research work.



# Green Mobile Internet Community Platform

## Five Business Units





Land

Cautiously acquire high quality lands in 2017

Sales

**50** project launches in 2017

Target

2017 contracted sales target: RMB**22** billion

**Blazing in Green**  
**Blooming in Blue**

