



當代置業（中國）有限公司
Modern Land (China) Co., Limited

股份代號 Stock Code : 01107.HK

科技建築 綠色家園 城市向美

01107.HK) Stock information

IPO Date	12 July 2013
Closing price (31 March 2021)	HKD0.840
52-week range	HKD0.820-1.200
Total number of shares	2.795 billion shares
Market cap	HKD2,348million
* Data are through:	31 March 2021

2020 Annual Results

Revenue	RMB15,740.5million
Gross profit	RMB3,784.5 million
Profit for the year	RMB1,117.0 million
Basic EPS	RMB0.264
Diluted EPS	RMB0.264

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I. Company Profile

Modern Land (China) Co., Limited (hereinafter referred to as the "Company" or "Modern Land", together with its subsidiaries as the "Group") is a company listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") from 12 July 2013 with Class 1 qualification in real estate development in the People's Republic of China (the "PRC" or "China"). The Company was rated as one of top 100 China real estate enterprises for five consecutive years, and received the highest standard green rating certification from S&P and a "Green Finance Pre-issuance Stage Certification" from The Hong Kong Quality Assurance Agency in 2018, becoming the first mainland real estate stock company winning such honour. The Company was established on 11 January 2000 and has always been adhering to the development concept of "Technology Buildings and Quality Living", sticking to the development philosophy of "Natural Simplicity, Harmonious Health, Simple Focus, and Endless Vitality" and focusing on the theme of "Action of Loving My Hometown" to bring home owners the sincere and real life experience and achieve positive economic and social benefits. The Company pours itself to a homeland of "Green Technology + Comfort & Energy-saving + Mobile Interconnecting Whole-life Cycle Communities", successfully establishing "MOMA" as the iconic brand of green technology real estate operators in China. MOMA consists of four text graphics "M" "O" "M" "A". Two "M" symbolise our home, "O" represents the origin of the universe and "A" stands for human. The left and right half of the pattern symbolise architecture and life respectively, which in turn provides a vivid interpretation for the concept of the Company of "Technology Buildings and Quality Life".

II. Sales Performance in March

Contracted Sales in March at Around RMB 3,605.15 million

Modern Land (01107.HK) announced that in March, its contracted sales amounted to RMB 3,605.15 million, representing an increase of 49.22% YoY, of which approximately RMB 3,589.13 million was attributable to properties and approximately RMB 16.02 million to car parking spaces. GFA for properties under contracted sales was approximately 366,224 square metres ("sq.m.") and the average selling price per sq.m. was approximately RMB 9,800.

For the first three months of the year, contracted sales amounted to approximately RMB 9,248.52 million, representing an increase of 74.36% YoY, of which approximately RMB 9,187.36 million was attributable to properties and approximately RMB 61.16 million to car parking spaces. GFA for properties under contracted sales was approximately 916,260 sq.m. and the average selling price per sq.m. was approximately RMB 10,027.

III. Land Acquisition in March

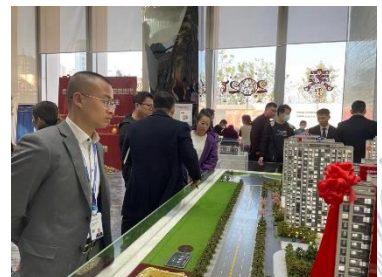
In March, we acquired 4 parcels of land located in Xi'an, Qingdao, Weihai and Qianjiang City.

- ① The project in Xi'an is located in Xiangwei Road segment, Chanba Ecological Zone, a later development hotspot of the main urban area. As Metro Line 9 in the region was opened to traffic at the end of 2020, and surrounding ecological environment was excellent, customers had high recognition of the regional value.
- ② The land parcel in Qingdao is located in Tianlingshanwei District, West Coast New District of Qingdao, with a total land area of 16,000 square metres and all are urban commercial and residential lands.
- ③ The Project in Weihai is located at Zhejiang Road, Lingang District, which is an important area for southward expansion of the city and transfer of the secondary industry, and the regional development is subject to further improvement, which is at a low price land in Weihai District Four.
- ④ The land parcel in Qianjiang is located in the eastern part of the city, adjacent to the People's Hospital under construction, 1 km away from Lobster City and 1 km away from the planning Qianjiang Middle School. The parcel is favorable with sound geographical conditions.

IV. New Launches in March

MOMA [Hefei] Binfeng Modern City MOMA (Feidong)

In March 2021, market sentiment continued to rise with both quantity and price increasing. The project utilized WeChat Moments online to continuously voice with values of “supporting facilities, products, hot sales and scarce products,” which caused high tension among customers to realize the rapid de-stocking of projects; the project learnt market dynamics in a real time to adjust marketing strategy timely and promoted two foreign-style houses coupled with sales of parking lots urgently to seize market customers and to promote de-stocking of parking lots as well as sell the two foreign-style houses. In March, we overfulfilled the business performance and achieved remarkable results in the market.



IV. New Launches in March

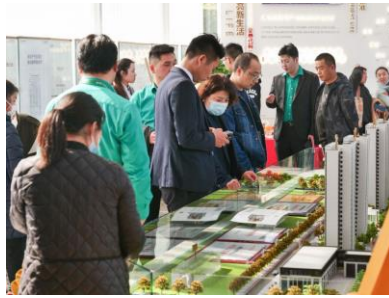
MOMA [Suzhou] Modern Eminence Home MOMA

In March 2021, combined with the Group's marketing linkage of "opening a better life," and taking "enhancing experience" as a monthly main appeal of the project, Suzhou Modern Eminence Home MOMA project launched new central scenery product of Building 5 via multiple online channels and strengthened customers "product experience" through offline recruitment activities of trial stay. Meanwhile, the project strengthened channel circle to explore customers, enhance national brokers, introduce interested customers to the case site; combined maintenance activities of property owners to squeeze old and new customers, create on-site selling pressure and sense of urgency in sales, so as to promote sales and become top 3 sales red plates of TOP within the segment!



MOMA [Changzhou] Guangyue Huating MOMA

In March 2021, the Changzhou Guangyue Huating MOMA project focused on the theme of "New Voice of Longcheng in Core Style of Lotus Garden", actively voiced through online promotion, and held offline on-site promotion activities to attract a large number of customers to visit and enhance project completion. In March, project revenue was completed beyond the target and remarkable results were achieved in Changzhou.



V. Awards Received in March

Time of Awards	Category of Awards	Awards	Awarding Institution
March	Individual	Zhang Peng (executive director and president of Modern Land) - - Contribution Figure of Top 100 China Real Estate Enterprises in 2021	China Real Estate Top 10 Research Group
	Company	2021 TOP 100 China Real Estate Developers	China Real Estate Association, Shanghai E-House R&D Institute China Real Estate Appraisal Center
	Company	2021 China Top 10 Efficiency of China Real Estate Developers	China Real Estate Association, Shanghai E-House R&D Institute China Real Estate Appraisal Center
	Company	Top 100 China Real Estate Enterprises in 2021 - Top 10 Stable Enterprises	China Real Estate Top 10 Research Group
	Company	Top 100 China Real Estate Enterprises in 2021 - Top 10 Financing Capacity	China Real Estate Top 10 Research Group
	Company	2021 Excellent Enterprise in Real Estate Operation with Chinese Characteristics - Green Technology Real Estate	China Real Estate Top 10 Research Group
	Company	2021 Excellent Entrusted Enterprise for Real Estate Construction and Operation in China	China Real Estate Top 10 Research Group
	Company	Top 100 Excellence of China Real Estate in 2021	Opinion Index Academy
	Company	Top 30 Business Models of China Real Estate in 2021	Opinion Index Academy
	Company	Top 10 entrusted Real Estate Construction Management in China for 2021	Opinion Index Academy

*The above awards were received by Modern Land and its related enterprises.

VI. News in March



Outstanding Green Advantages of Modern Land and Continuous Achievement of Stable Growth

On 18 March 2021, Modern Land officially released its annual results report for 2020. As at 31 December 2020, contracted sales amounted to approximately RMB42,211.5 million, representing an increase of approximately 16.6% over the same period of 2019, and the average selling price amounted to approximately RMB10,224 per square meter. Revenue increased to approximately RMB157,40.5 million, representing an increase of approximately 8.2% from 31 December 2019. Gross profit amounted to approximately RMB3,784.5 million, representing an increase of approximately 2.1% from 31 December 2019. Profit for the year amounted to approximately RMB1,117.0 million, representing an increase of approximately 5.9% as compared to that as at 31 December 2019.



Modern Land ranks among the Top 100 Real Estate Enterprises in China once again

On 18 March, the list of “2021 Top 100 Real Estate Enterprises in China” was released in the “2021 China Top 100 Real Estate Enterprises Research Results Release Conference and the 18th Top 100 Real Estate Entrepreneurs Summit.” Modern Land was awarded the title of “Top 100 China Real Estate Enterprises”, ranking 52nd. In addition, Modern Land was also awarded the following titles: Top 100 China Real Estate Enterprises in 2021 - Top 10 Stable Enterprises, Top 100 China Real Estate Enterprises in 2021 - Top 10 Financing Capacity, 2021 Excellent Enterprise in Real Estate Operation with Chinese Characteristics - Green Technology Real Estate and 2021 Excellent Entrusted Enterprise for Real Estate Construction and Operation in China; Zhang Peng, executive director and president of Modern Land, was awarded Contribution Figure of Top 100 China Real Estate Enterprises in 2021.



VI. News in March

Modern Land was awarded 2021 TOP 10 Efficiency

On March 16, the "Foresight · Win-Win" 2021 China Real Estate TOP500 Evaluation Results Conference co-sponsored by China Real Estate Association and Shanghai E-House Real Estate Research Institute was held as scheduled. The conference officially released the results of the comprehensive strength evaluation of China's real estate development enterprises in 2021, showing that Modern Land ranked among the "2021 TOP 100 of China Real Estate Developers" and was awarded the "2021 China Top 10 Efficiency of China Real Estate Developers".



Modern Land and Wuhan Zhuoyang Land reached a strategic cooperation

On March 7, Modern Land and Wuhan Zhuoyang Land reached a cooperation agreement. The two parties established a strategic partnership based on complementary advantages, opportunity sharing, resource sharing, and mutual benefit through friendly negotiation. The two parties carried out multi-level, multi-field and all-round business cooperation such as joint acquisition of high-quality projects, green technology product cooperation, construction general contracting cooperation, property cooperation, and industrial fund cooperation.



VI. News in March

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Modern Land and ZYF Construction Group reached a strategic cooperation

On March 13, Modern Land and ZYF Construction Group signed a strategic cooperation agreement. Through amicable negotiation, the two parties agreed to establish a strategic cooperative relationship based on complementary advantages, resource sharing and mutual benefit. In the future, the two parties will carry out in-depth cooperation on the intended projects, give full play to their scale advantages, and achieve better scale effects.



MO
MA

Modern Land and Wangku Group reached a strategic cooperation

On March 19, Modern Land and Wangku Group reached a strategic cooperation. Through amicable negotiation, the two parties agreed to establish a strategic cooperative relationship based on complementary advantages, opportunity sharing, resource sharing, and mutual benefit, so as to carry out business cooperation in terms of obtaining and developing high-quality projects.



VI. News in March

MO
MA

Modern Land reached cooperation with CITIC POLY and Xinjiye Holdings

On 25 March, Modern Land, CITIC POLY, and Xinjiye Holdings joined hands to sign a strategic cooperation memorandum at the headquarters of Modern Land Group. The three parties reached an unanimous consensus through friendly negotiation, and planned to initiate the establishment of CITIC POLY Xinjiye Modern Real Estate Fund (hereinafter referred to as the "target fund", temporary name) to invest in the project company of the cooperation project between Xinjiye Group and Modern Land. The three parties agreed to set up a target fund to respond to market competition, meet the needs of the cooperation and development of Xinjiye Group and Modern Land, and achieve the goal of resource sharing and mutual benefit.



MO
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First Service Holdings (2107.HK) and Shandong Shangcheng Property reached an equity strategic cooperation

On 30 March 2021, First Service Holdings (2107.HK), an associated company of Modern Land, formally reached an in-depth strategic cooperation with Shandong Shangcheng Real Estate. This time, First Service Holdings acquired 70% of Shandong Shangcheng Property Service through the acquisition. The company's business volume was expanded, and the market layout and business format were further optimized.



VI. News in March

MOMA

The 12th Moon Goddess Festival of the China Real Estate Managers Union was held in Beijing Contemporary MOMA

On 6 March, the 12th Goddess Festival of Moon Club of the China Real Estate Managers Union was successfully held in Beijing Contemporary MOMA Yunjie Hotel. Zhang Peng, the 12th rotating chairman, executive chairman, chairman of the board of directors of the China Real Estate Managers Union, executive director and president of Modern Land, Mao Daqing, the fifth rotating chairman of the China Real Estate Managers Union, the founder and chairman of Youke Workshop Chen Liang, the first rotating chairman of the China Real Estate Managers Union and the chairman of CVCapital, and Chen Yunfeng, the secretary general of the China Real Estate Managers Union and the chairman of Youpu.com, attended this moon club goddess festival and cheered for more than 30 moon club goddesses in the real estate industry.



MOMA

Modern Land's "Win the War 2021-Special Recognition from the Board of Directors" was officially announced

On 29 March, the launch ceremony of the "Win the War 2021 - Special Recognition from the Board of Directors" of Modern Land was successfully held online at the headquarters. This conference commended 16 staff from various centers and companies. They highly recognized the intellectual culture, made outstanding achievements and contributions to the company, grew together, and pursued dreams together with Modern Land.



VII. Investor Relations Event Calendar

No.	Date	Place	Investor activities
1	25-22/3	Online	Bank of America Securities Investor Roadshows
2	22-23/3	Online	Deutsche Bank European Investor Roadshows
3	19/3	Online	Guotai Junan Asian Bond Investor Roadshow
4	18/3	Online	2020 Annual Results Announcement Conference
5	4/2	Online	Bank of America Non-deal Roadshows
6	2/2	Online	Credit Suisse Non-deal Roadshows
7	29/1	Online	CMB International Non-deal Roadshows
8	25/1	Online	Bank of America Securities Non-deal Roadshows
9	15/1	Online	Barclays Non-deal Roadshows