



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<br>(30 June 2021) | HKD0.770             |
| 52-week range                   | HKD0.740 - 1.200     |
| Total number of shares          | 2.795 billion shares |
| Market cap                      | HKD2152million       |
| * Data are through:             | 30 June 2021         |

## 2020 Annual Results

|                     |                    |
|---------------------|--------------------|
| Revenue             | RMB15,740.5million |
| Gross profit        | RMB3,785.0 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 June

### Contracted Sales in June at Around RMB 4,531.26 million

Modern Land (01107.HK) announced that in June, its contracted sales amounted to RMB 4,531.26 million, representing an increase of 21.15% YoY, of which approximately RMB 4394.53 million was attributable to properties and approximately RMB 136.73 million to car parking spaces. GFA for properties under contracted sales was approximately 426,130 square metres ("sq.m.") and the average selling price per sq.m. was approximately RMB 10,313.

For the first five months of the year, contracted sales amounted to approximately RMB 21,562.45 million, representing an increase of 51.78 % YoY, of which approximately RMB 21,284.31 million was attributable to properties and approximately RMB 278.14 million to car parking spaces. GFA for properties under contracted sales was approximately 2,078,126 sq.m. and the average selling price per sq.m. was approximately RMB 10,242.

### III. Land Acquisition in June

In June, we acquired 4 parcels of land, which are located in:

- ① **Hanzhong City in Shaanxi Province:** The plot is located in the eastern part of the city, but the whole eastern part of the city belongs to the New District of the city, and the living facilities are yet mature. With the eastward movement of the city and the promotion of the policy of converting county into city, the clients' sense of regional value identity will gradually improve.
- ② **Xiantao County in Hubei Province:** The plot is located in the southern part of Xiantao, which is the hot development area of Xiantao in the past 5 years with high price and volume. It has complete commercial, hospital and education facilities in the area.
- ③ **Hefei City in Anhui Province:** The project plot is located in Cuozhen Town, Feidong County, adjacent to the core of the new center in the East. It is 2km away from Sanbu station of the subway line 2 and 500m away from Dazhong Road Station of the subway line 6 under construction. It has obvious advantages in transportation resources, and the surrounding education, business, medical and other supporting facilities are mature (Hefei first-class school district: Feidong campus of No. 48 middle school and Feidong campus of primary school affiliated to normal university).
- ④ **Qianjiang in Hubei Province:** The plot is located in the south area of Qianjiang City, which is the most popular development area. It is located in the East-West development axis, with convenient transportation, backed by the Citizens' Home and Ziyuehu. The supporting facilities are of high quality.

### IV. Hot-sale Highlight Projects Opened in June

MOMA

#### [Bozhou] Yuanda Modern City MOMA

In June 2021, the project of Yuanda Modern City MOMA was launched. The online spread of project value and a series of warm-up activities on the field attracted a large number of customers with an active atmosphere on the field, and the transaction was stimulated. Meanwhile, the memory of Bozhou people on project was impressed through working overtime at night in densely populated areas to continuously find customers offline. In June, the project's additional promotion achieved good results. Yuanda Modern City MOMA, surrounded with two parks and rivers, which occupies a core location, high-quality school district and surrounding medical resources, is a high-quality residence that leads the entire south Bozhou city!



#### IV. Hot-selling highlighted projects in June

##### **[Qingdao] Tonghui Modern Yue MOMA**

Tonghui Contemporary Reading MOMA project was launched on June 27, 2020, and blossomed with a lot of attention. The outreaching service has been open for 60 days, hosting more than 100 groups of customers per day. On May 30, 2020, the experience center received more than 300 groups of customers. On June 13, 2020, more than 400 groups of customers visited on the opening day of the show flat with exquisite decoration. Beiduxin real estate with online influence is hot, attracting the attention of the public in the city.

The project is located in the core of the rail transit industry demonstration zone, worth hundreds of billions of yuan. Thanks to the Country's strategy, which promotes the area to take off, and the potential of its planning in the future is obviously enormous. The project integrates high-quality supporting resources such as transportation, medical care, education, etc., and enjoys the planned subway of M9, M12 and M15, 6-lane Xin' ao East Road (under construction). Besides, this place offers people with life scenarios experience such as mansion setup, landscape reception and all-age sports in the community in order to turn people's imagination of healthy living into reality.





#### IV. Hot-selling highlighted projects in June

##### [Changsha] Changsha Modern Fu MOMA

In June 2021, through the in-depth block' s promotion and market activities, exploration of online and offline pipelines, the MOMA project of Changsha Modern Fu attracted middle and high-end customers in Changsha who want to improve the quality of their home ownership. Through the continuous consolidation of the core values of the project and the sales strategy of buildings in different average prices, MOMA was quick to deplete the inventory of each building. Modern Fu Project belongs to the first echelon of high-level sales price in Changsha City, which is RMB1700-3000 per square meters higher than the competitors' projects in the area. However, the flow rate is still comparable to that of competitors' projects, realizing the value / price bar of the company in the block and Changsha City.



#### IV. Hot-selling highlighted projects in June

##### [Chongqing] Modern City MOMA

In June 2021, the MOMA project of Chongqing Modern City in Shaanxi-Chongqing region continue to create a new record of performance. In the differentiation stage of the regional market competition pattern in Bishan, the project team is performance-oriented, and believes that only the strongest players in China's property market will survive. All members of the team spare no effort to carry out marketing expansion, dig deep into the value of the project, create hot spots in the market, continue to speak out to the market, and compete for customer resources. All members of the project team unite as one, strive to make the project be in highest demand in the first half of 2021, and cooperate closely online and offline, Sales progress are featured with short, frequent and fast. In the end, the performance in June was over fulfilled, which surprised the property market in Chongqing. In 2021, the performance of the project will continue to grow and sell well. continued hot sales.



#### IV. Hot-selling highlighted projects in June

MOMA

##### [Shaanxi] Modern Jing MOMA

On June 8, 2021, the launch of the MOMA project of Shaanxi Modern Jing was hugely promoted, and finally achieved complete success! All units were sold out on the launch day. So far, it sell out all 1341 units of the the MOMA project of Modern Jing, which is a perfect end.





## V. New awards in June

| Award date | Type of award | Award Name   | Awarding institution  |
|------------|---------------|--|---|
| June       | Project Award | MOMA 3 Star Green Building Design Label in Hankou<br>Modern Wan Guo Fu | Anhui Building Energy Conservation and Technology Association |
|            |               |  |   |

## VI. News in June

### **Modern Land bond is recommended by HSBC to “buy” again!**

On June 7, Modern Land (China) Co., Limited ( the "Modern Land", the "Company" , together with its subsidiaries, the "Group" , Stock Code: 1107.HK) is pleased to announce that HSBC has recently released a report on the views of the Asian bond market and expressed optimism about the development of China's real estate market under the theme of "China Real Estate Outlook for the second half of 2021".



### **No matter what you are striving for, just strive for it | the 2021 strategic seminar will be successful!**

On June 11-13, 2021, the Modern land 2021 strategy seminar of "Product leading, management lean, customer first" was successfully held in Modern Jiuhuashan Lotus Small Town in the first half of 2021.

Zhang Peng, the president of Modern Land , arranged the next key work in the second half of 2021 at the conference site, including the achievement of the goals of “the Five Books” , the breakthrough of investment and financing, the promotion of integration of investment, the deepening of understanding of large products concpets, the solution of stock assets, the construction of commercial operation system, and the upgrading of process and operation.



## VI. News in June

### **MO MA** First Service reached cooperation with Dragonfly FM

On June 1, Zhang Qiang, chairman of Dragonfly FM Group, together with the senior management team, visited the headquarters of First Service Holdings (2107.HK), an affiliated enterprise of Modern Land. Meanwhile, First Service Holding formally signed a strategic cooperation agreement with Dragonfly FM.

According to the agreement, the two parties will give full play to their respective advantages and carry out comprehensive and multi-angle strategic cooperation in brands, products and operations, so as to open up a new exploration of online and offline community audio operation.



### **MO MA** Modern Land reached cooperation with Archina and Credit Land

On June 4, the signing ceremony of strategic cooperation between Modern Land, Archina and Credit Land was successfully held in Xi'an.

According to the agreement, the three parties will jointly promote cooperation in Xi'an, Xianyang and other regions with land resources in line with the principles of complementary advantages, mutual benefit, voluntariness, equality, fairness and integrity, and make full use of their superior resources and conditions.





## VI. News in June

### **MOMA** Hello, Hohhot , to “Young city” , look into the future!

In 2021, Modern Land has been cooperating with Hohhot t, striving to expand the green and healthy lifestyle from indoor to the community, until it affects the whole city.

The opening event of Penghui Modern Horizon MOMA experience center and show flats kicked off in the feast of hearing and vision. Everyone went together to experience an unparalleled grand moment. The heated atmosphere is the demonstration of the city' s enthusiasm, and such activity also conveys the awe of Hohhot by Modern Land.



### **MOMA** The first beach camping LIVE in Wuhan launched amazingly!

In 2021, Modern Land in central China will be deeply cultivated in Wuhan, with eight branches. The huge number of owner base and healthy green soil, hatched a high-quality “MOMA Family” community. The first beach camping LIVE, in Wuhan is the first offline gathering of Wuhan child-friendly community. On June 19-20, the MOMA family gathered at the Moon ·Night beach camp. Under the night sky in the heart of the East Lake, they listened to the tipsy evening breeze and waves, talked about the children's mischief and today's happiness, went for a walk on the beach, and swayed at the music scene. Joy swept every corner here!



## VI. News in June

### **Modern-green officially released White Paper on Elderly Care!**

On June 18th, the Art "Home" Happy Time -- Contemporary Green Health Elderly Service White Paper and Art Enjoy Life Press Conference opened in Contemporary Time Experience Center as agreed.

Zhang Pengfa, executive director and president of Contemporary Real Estate, said, "Pension can be more beautiful and life can have more choices. In contemporary times, we can enjoy multiple health protection, enjoy scientific and technological wisdom life, and enjoy harmonious and comfortable experience quietly. Welcome to the contemporary times, in the years of long experience of happiness. "



## VII. Investor Relations Event Calendar

| 序號 | 日期      | 地點     | 投資者活動   |
|----|---------|--------|---|
| 1  | 22/6    | Online | HSBC Debt Investor Summit                               |
| 2  | 11/6    | Online | ESG rating report announcement and promotional activity |
| 3  | 28/5    | Online | BofA Securities Asia Investor Conference                |
| 4  | 20/5    | Online | The 4th China Real Estate Finance Forum                 |
| 5  | 3/5     | Online | UBS Investor Conference                                 |
| 6  | 19-20/4 | Online | Credit Suisse Bond Investor Conference                  |
| 7  | 15-16/4 | Online | UBS Bond Investor Conference                            |
| 8  | 12/4    | Online | Haitong Securities Bond Investor Conference             |
| 9  | 23-25/3 | Online | Bank of America Securities Investor Roadshows           |
| 10 | 22-23/3 | Online | Deutsche Bank European Investor Roadshows               |
| 11 | 19/3    | Online | Guotai Junan Asian Bond Investor Roadshow               |
| 12 | 18/3    | Online | 2020 Annual Results Announcement Conference             |
| 13 | 4/2     | Online | Bank of America Non-deal Roadshows                      |
| 14 | 2/2     | Online | Credit Suisse Non-deal Roadshows                        |
| 15 | 29/1    | Online | CMB International Non-deal Roadshows                    |
| 16 | 25/1    | Online | Bank of America Securities Non-deal Roadshows           |
| 17 | 15/1    | Online | Barclays Non-deal Roadshows                             |
|    |         |        |   |