



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) 股份資料

IPO Date	12 July 2013
Closing price (30/7/2021)	HKD0.640
52-week range	HKD0.600 - 1.200
Total number of shares	2.795 billion shares
Market Cap	HKD1789 million
*Date are through :	31 July 2021

2020年末期業績摘要

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 honor. 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 Homeland" 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" symbolize our home, "O" represents the origin of the universe and "A" stands for human. The left and right half of the pattern symbolize 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 July

Contracted Sales in June at around RMB 4,206.96 Million

Modern Land (01107.HK) announced that in July, its contracted sales amounted to RMB 4,206.96 million, of which approximately RMB 4,172.33 million was attributable to properties and approximately RMB 34.63 million to car parking spaces. GFA for properties under contracted sales was approximately 414,054 square meters ("sq.m.") and the average selling price per sq.m. was approximately RMB 10,077.

For the first seven months of the year, contracted sales amounted to approximately RMB 25,769.41 million, representing an increase of 19.51 % YoY, of which approximately RMB 25456.64 million was attributable to properties and approximately RMB 312.77 million to car parking spaces. GFA for properties under contracted sales was approximately 2,492,180 sq.m. and the average selling price per sq.m. was approximately RMB 10,215.

III. Land Acquisition in July

The company acquired one land in July, located in Huizhou City, Guangdong Province.

The project benefits from a national industrial park that is expected to reach RMB100 billion output, with excellent educational resources, and well developed transportation. Geographically, it is north to Dongjiang River, east to the CBD in Jiangbei Sub-district, and south to the Huizhou Pingtan Airport, which is very convenient to reach Shenzhen.

IV. Best-selling Projects Launched in July

MOMA [Fuzhou] Modern Horizon MOMA

The project was in hot sales in July, ranked first in Fuzhou City. Modern Horizon MOMA features fast sales and maintains a high sales rate and a favorable premium rate. At the beginning of promotion, priority was given to promoting the sci-tech value rather than the fine decor, in order to boost customers' confidence in technology products. In the medium and later promotion periods, attention was focused on the in-depth communication of the value point of the product and the application of the sci-tech value point to life scenarios in order to raise customers' recognition of the product. Meanwhile, product publicity and popularity were driven by activities, such as "Charity Bike Ride", "Technology Flash Mob" and "Seven-star Technology Illumines Fuzhou".



MOMA [Changsha] Modern Mansion MOMA

The sales of Changsha Modern Mansion MOMA remain hot. The main marketing technique for the big bungalows is circle marketing. Personalized and customized services are provided. Moreover, hunger marketing is utilized by driving up the scarcity of the product, resulting in quick sales. Additionally, project advantages and core value points are constantly promoted. Modern Mansion MOMA, located in the scarce residential land in Malanshan, is positioned as a high-end "ZHU" series product under Modern Land. Since its launch, the project, as a rare development facing south with a riverscape view in Malanshan, naturally becomes the hottest in "China V Valley", thanks to its five strengths in landscape, education, traffic, circles, and products.



IV. Best-selling Projects Launched in July

[Xianyang] Guo Run Modern Realm MOMA

Xianyang Guo Run Modern Realm MOMA has been advancing irresistibly, since its launch in 2020. With the increasing sales volume and price, it has constantly been ranked first in sales in Xianyang. Interesting freehand drawings on the theme of [Research Institute of Wonders in the Realm] are posted online to deeply explain the life concept of fluid aesthetics-based western-style homes and arouse resonance on WeChat Moments. With respect to offline channels, constant efforts have been exerted to push forward the sales in key shops and to key customers. All the houses were sold out on July 24, 2021, after the western-style houses were promoted in the same day.



V. New Awards in July

Awar ding Time	Type of Award	Awards	Presenter
July	Corporate award	First Prize of Green Operation Model	Standard Ranking
July	Project award	Global Habitat Design Awards (GHDA) -- Gold Award	GHDA

* The above awards were granted to Modern Land and its affiliated enterprises.

VI. News in July

Modern Land Obtains HKD100 Million Green Loan from Hang Seng Bank

Modern Land (hereinafter referred to as the "Company") was granted an HKD 1 million fixed-term green loan, with a term no longer than 364 days, by Hang Seng Bank Limited ("Hang Seng Bank"), according to a loan letter from the bank, the Company announced on July 5, 2021. This is the first time that Modern Land obtained a green loan from an overseas bank, marking another milestone after turning all its overseas bonds green and indicating the bank's recognition of its achievements in green real estate.



Chongqing Modern City MOMA Wins Gold Award

Chongqing Modern City MOMA was granted the Gold Award, in accordance with the list of award-winners of the Global Habitat Design Awards (GHDA) 2020-2021 announced in July. This session attracted more than 1,100 projects from over 300 design organizations and developers, wherein 446 were selected. Only Chongqing Modern City MOMA and the other seven projects stood out and won the "Gold Award" of "Interior Design: Sales Galleries", upon one month of appraisal and selection by 41 domestic and foreign judges.



VI. News in July

Executive Director and CEO Zhang Peng Attends 12th China Real Estate Scientific Development Forum

From May 5 to 7, 2021, Zhang Peng, executive director and CEO of Modern Land, attended two important meetings held by the China Real Estate Association (CREA).

The Fifth Meeting of the Eighth Session of the Council of the CREA ended on the afternoon of July 5. Zhang Peng was present at the meeting and reviewed important proposals of the Council. Members presented at the meeting including members, directors and vice president company of the CREA, leaders and representatives from real estate associations (development associations) and societies in different regions, representatives from supporting service enterprises in real estate including fields in planning and design, development operations, trade, material supply, decoration, and IT. The participant of the Forum also includes representatives in real estate from relevant organizations, such as scientific research institution, universities, and financial service providers.



Work Meeting of Modern Land on 2021H1 Five-document Assessment Kicks Off

From July 10 to 12, 2021, the Work Meeting of Modern Land on 2021H1 Five-document Assessment and 2021H2 Five-document Formulation Procedures and Operations on the theme of "Leading Products, Lean Management, Customer First" was held at Beijing Modern MOMA HOTEL MOMC as scheduled. More than 200 participants, including the President's Office and R&D and Design Team of Modern Land, executives and managers of all centers/companies, and employee representatives from First Care, attended the meeting.



VI. News in July

Modern Land Cooperates with Easyhome and Beijing Jing Rong

Modern Land, Easyhome, and Beijing Jing Rong Enterprise Management Co., Ltd. (Beijing Jing Rong) held a tripartite strategic cooperation signing ceremony on July 1, 2021.

The three parties developed a strategic cooperation relationship to jointly explore new models of green development and enhance market competitiveness, in line with the principle of being "voluntary, honest, responsible, and reciprocal" and their respective strategic development concepts.



Modern Land Donates RMB3 Million for Flood Relief in Henan

Modern Land and Modern Land Whole Life Service (MOMS) donated flood relief supplies worth RMB3 million to Henan Province through the China Charity Federation (CCF), on July 23. The supplies will be used to support the safety and post-disaster reconstruction of victims.

Recently, Henan Province has been hit by devastating floods. Flood relief is urgent. Modern Land salutes to the staff who work at the frontline. From Beijing to Henan, our love never stops, our hearts are closely linked with Henan together.



VI. News in July

Modern Land 8th Anniversary of IPO and Public Benefit Activity Opening Ceremony Completed

The Modern Land 8th Anniversary of IPO and Public Benefit Activity Opening Ceremony, on the theme of "MOMA Technology, Modern Heng Beauty", was completed at Beijing Modern MOA·Cloud Step Hall on July 13. More than 100 people, including Secretary General Xu Tianqi and Director Liu Li of the Little Colorful Elephant Fund of the CCF; Executive Director and CEO Zhang Peng, Executive Director and CTO Chen Yin, and Senior Vice President Wang Qiang, and Senior Vice President Han Feiyu of Modern Land attended the event.



Modern Land & First Care Celebrate 100th Anniversary of the Party

The Revolutionary Song Contest of Modern Land & First Care for 100th Anniversary of the Party, on the theme of "Brilliant Centennial Achievements, Beautiful Revolutionary Songs", was held on July 1. The red star shines on China. The only passport to success is hard work. The Communist Party of China was born into domestic strife and foreign aggression, grows up despite setbacks and hardship, and develops amid risks and challenges!



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	28/5	Online	BofA Securities Asia Investor Conference
3	20/5	Online	The 4th China Real Estate Finance Forum
4	3/5	Online	UBS Investor Conference
5	19-20/4	Online	Credit Suisse Bond Investor Conference
6	15-16/4	Online	UBS Bond Investor Conference
7	12/4	Online	Haitong Securities Bond Investor Conference
8	23-25/3	Online	Bank of America Securities Investor Roadshows
9	22-23/3	Online	Deutsche Bank European Investor Roadshows
10	19/3	Online	Guotai Junan Asian Bond Investor Roadshow
11	18/3	Online	2020 Annual Results Announcement Conference
12	4/2	Online	Bank of America Non-deal Roadshows
13	2/2	Online	Credit Suisse Non-deal Roadshows
14	29/1	Online	CMB International Non-deal Roadshows
15	25/1	Online	Bank of America Securities Non-deal Roadshows
16	15/1	Online	Barclays Non-deal Roadshows