



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 Profile

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	HKD1956 million
*Date are through :	31 August 2021

Financial Highlights of 1H21

Revenue	RMB9,543.4million
Gross profit	RMB2,210.9million
Profit for the year	RMB676.5million
Basic EPS	RMB0.16
Diluted EPS	RMB0.16

Contact us

Mr. Cui Hanling
Managing Director of Board Office
cuihanling@modernland.hk

Mr. Kelvin Wong
Investor Relations Director
kelvin.wong@modernland.hk

Ms. Sylvia Deng
Senior Investor Relations Manager
sylvia.deng@modernland.hk



✉ ir.list@modernland.hk

☎ 852 3902 2100

📠 852 2187 3619

🏠 <http://www.modernland.hk/>

📍 Suites 805-6, Champion Tower, 3
Garden Road, Central, Hong Kong

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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 August

Contracted Sales in June at around RMB 4,211.78 Million

Modern Land (01107.HK) announced that in August, its contracted sales amounted to RMB 4,211.78 million, of which approximately RMB 4,107.60 million was attributable to properties and approximately RMB 104.18 million to car parking spaces. GFA for properties under contracted sales was approximately 421,246 square meters ("sq.m.") and the average selling price per sq.m. was approximately RMB 9,751.

For the first eight months of the year, contracted sales amounted to approximately RMB 29,981.19 million, representing an increase of 16.34% YoY, of which approximately RMB 29,564.24 million was attributable to properties and approximately RMB 416.95 million to car parking spaces. GFA for properties under contracted sales was approximately 2,913,426 sq.m. and the average selling price per sq.m. was approximately RMB 10,148.

III. Land Acquisition in August

The Company acquired one land lot in August. It located in Foshan City, Guangdong Province.

Located in the Shishan area and adjacent to the northern part of Chancheng, the project is a hot spot for the shifting of municipal and economic focus of Nanhai in recent years. Metro line 3 in the region is expected to undergo trial operation at the end of 2021, while the remote Metro line 7 is under planning. The region enjoys well-established amenities in the future, with many new kindergartens, primary and secondary schools and commercial plots already built. The plot is accessible within 5 minutes along the extension of Haiwu Road from Guicheng, and 30 minutes along Haiba Road from Guangzhou Iron and Steel Co., Ltd. in Guangzhou, at a price difference of RMB10,000 per square meters and RMB30,000 per square meters, respectively. The region boasts tremendous potential for future development and value appreciation.

IV. Best-selling Projects in August

[Hefei] Airport Modern Horizon MOMA

The Airport Modern Horizon MOMA project continues to enjoy strong sales, with sales ranking among the top in the region. Online marketing has further enhanced customers' recognition by highlighting the benefits of regional development, upgrading of supporting resources and presenting product values. The value of "airport premium investment" is portrayed by combining the scarcity, comfort and other characteristics of regional residential projects, and continuously transmitting product information, together with a series of posters and videos on the unparalleled popularity and airport hot spot. Customers can engage in online mini-games to interact with each other and receive prizes offline to open the communication chain and raise popularity on the market. Airport Modern Horizon MOMA, one of the popular projects launched in August, features green, high-tech and healthy living, with private natural scenery. It renders a sense of light luxury and represents the pinnacle of the times, an unarguable addition in the collection for its premium quality.



[Honghu] Yimei Modern City MOMA

Honghu Yimei Modern City MOMA, the best-selling project since its launch, is the most popular all over the city in Honghu. The project marketing actively leverages the brand's advantages, and widely disseminates the product concept of "green technology, smart and beautiful house" by drawing on a wide range of high cost-efficiency ratios to ensure a premium rate and boost market share while maintaining a high liquidity. In parallel with product design, display packaging, experience services, sales promotion, it builds the best green high-tech real estate and quality community in Honghu in a comprehensive and multi-dimensional way, creating a good brand reputation.



IV. Best-selling Projects in August

[Xiantao] Jiaotou • Modern Man Ting Chun MOMA

Jiaotou • Modern Man Ting Chun MOMA project continues to be a strong sales leader in southern Xiantao, with a high market share and a fast selling rate. By exploring and hyping the new area of southern Xiantao in collaboration with local media, Jiaotou Modern MOMA project has attracted a large number of customers having rigid demand, while exporting product value, and targeting enterprises for expansion. It has won wide attention and recognition from the local residents of Xiantao and deepened the memory of the project. Various offline events created a pleasant sales ambiance. At the same time, the project's potential for later development is highlighted by the commencement of municipal projects such as the Xiantao East Station, the Nancheng Passenger Terminal, the Municipal Art Center and the Mianzhong Education Complex. In August, more homes of the project were launched for sale in response to the market. Jiaotou • Modern Man Ting Chun MOMA, occupying the popular land in the southern part of the city, grabbing the advantages of high speed rail, and adjacent to the education complex in Mianzhong, has created a benchmark for a lifestyle in Xiantao!



[Fuzhou] Modern Horizon MOMA

Fuzhou Modern Horizon MOMA project continues to be the best-selling project in the regional market, with monthly sales (by unit) ranking first in the market. It has outperformed the peers and maintained a high liquidity while ensuring the overall premium rate of the project. The overall promotion, combined with the concept of hi-tech, star-rated luxury residence in Fuzhou, mainly advocates "only one unit for every 10,000 people in Fuzhou", with the scarcity of the product in conjunction with the recognition of the area's constant premium value; in the middle and later stages, the deep tapping of the product's own value points and the dissemination of the life scenario of the technology value points will enhance the customers' recognition of the product. In the meantime, product publicity and popularity were driven by offline activities such as "Charity Bike Ride", "Technology Flash Mob" and "Seven-star Technology Illuminates Fuzhou". With high-tech classic legacy and strong academic atmosphere, it is considered as a green and healthy home, the last real villa in the city that is highly sought after.



IV. Best-selling Projects in August

[Qianjiang] Enjie Modern Shang Pin MOMA

New homes of Enjie Modern Shang Pin MOMA project were promoted in August. Online activities kept on creating a hot atmosphere for new product launch, and, at the same time, it drew public attention by combining brand, property, education, park and transportation to enhance the project's popularity; offline activities, such as the dual-property interactive roadshow, continued to release information about the upcoming sale. With the introduction of the old-bringing-new policy, it continued to influence the owner group, through owner activities, care and rewards, to realize the conversion. Besides, it cooperated with Brother Xiaofei to hold activities such as the Ziyue Lake Lobster Cooking Competition to create a hot sales atmosphere, release information about the opening of the sale, reduce the cost effectiveness of customer acquisition, and realize the hot sales of the project with additional push.



V. New Awards in August

Time	Type of Award	Award	Presenter
August	Project award	The 5th ELA International Landscape Award for Best Demonstration Landscape	ARCHINA
August	Project award	2021 Golden Novum Design Award, France	2021 Novum Design Award, France

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

VI. August Newsletters

Modern Land 2021 Interim Results Announcement

Modern Land (the "Company") disclosed its 2021 interim results report on 16 August. During the reporting period, the revenue of Modern Land rose to approximately RMB9,543 million, representing an increase of approximately 9.6% compared to the same period in 2020. Gross profit reached approximately RMB2.21 billion, an increase of approximately 4.2% compared to the same period in 2020. Profit for the period increased by approximately 21.6% to approximately RMB676 million compared to the same period in 2020. Net profit attributable to shareholders of the Company amounted to RMB447 million, an increase of 12.43% year on year.



Modern Land Obtains HKD100 Million Green Loan from Hang Seng Bank

Modern Land (hereinafter referred to as the "Company") was granted an HKD100 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 5 July 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.



VI. August Newsletters

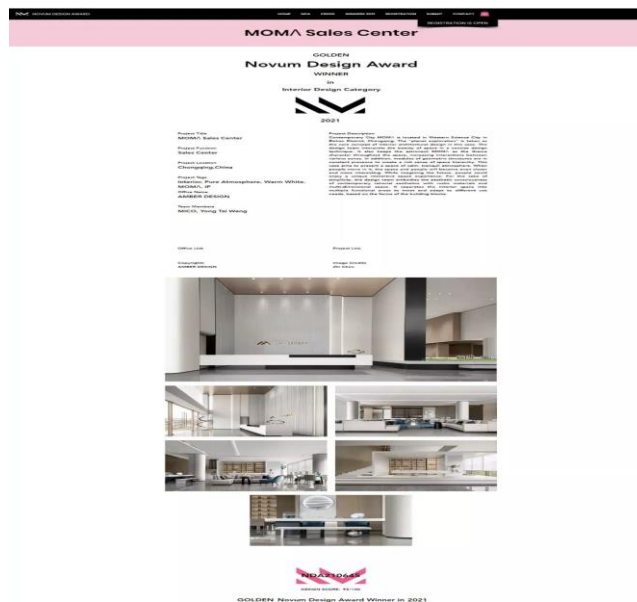
Chunfeng Yinyue MOMA · Starry Sky Town Wins the Annual Best Demonstration Landscape Award

In August, the results of the 5th ELA International Landscape Award, a special award in the international landscape design category initiated by ARCHINA, were officially announced. Chunfeng Yinyue MOMA · Starry Sky Town was singled out from more than 300 projects and won the annual Best Demonstration Landscape Award.



Chongqing Modern City MOMA Receives the 2021 Golden Novum Design Award (France)

In August, the 2021 Novum Design Award winners were grandly announced. Standing out from a multitude of global interior design entries with its high quality presentation, Chongqing Modern City MOMA was unanimously affirmed by the judges and won the Gold Award.



VI. August Newsletters



Modern Land and Prime Golden Capital Enter into Strategic Partnership

On 25 August, Modern Land and Prime Golden Capital signed a strategic cooperation agreement in Beijing. The two sides will make joint efforts to give full play to their respective advantages and strengthen cooperation in the fields of real estate investment and financing, and develop in green industries, with the aim of attaining a harmonious shared prosperity in finance, industry and urban development.



Modern Land and Top International Engineering Corporation Enter into Strategic Partnership

On 26 August, Modern Land and Top International Engineering Corporation signed a cooperation agreement in Beijing. The two sides will formally establish a strategic partnership, build a long-term cooperation mechanism, integrate resources, reciprocally benefit from one another, and carry out comprehensive, diversified and integrated cooperation.



VI. August Newsletters

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Director Wang Zhaokang of Dongcheng District Leads a Team to Visit and Inspect Modern Land

On the morning of 25 August 2021, Wang Zhaokang, deputy director of the Standing Committee of People's Congress of Dongcheng District of Beijing, Lu Jianhua, director of the Financial and Economic Office of the Standing Committee of People's Congress of Dongcheng District, Zhang Bo, director of the Dongzhimen Subdistrict Office, Huang Bin, deputy director of the Dongzhimen Subdistrict Office, Li Junyao, deputy director of Finance Bureau of Dongcheng District, Li Wei, deputy director of Human Resources and Social Security Bureau of Dongcheng District, Yaoxi Ban Renjiwangmu, deputy director of Finance Office of Dongcheng District, Yang Jin'ge, deputy director of Investment Promotion Center of Dongcheng District, Cao Zhong, deputy director of Taxation Bureau of Dongcheng District, Yang Ruifu, section chief of Development and Reform Commission of Dongcheng District, Mu Lei, the head of Property Management Guidance Task Force of Dongcheng District, Liu Xu, a cadre from the Financial and Economic Office of the Standing Committee of People's Congress of Dongcheng District and Huang Jin, a cadre from Finance Office of Dongcheng District and other leaders visited the headquarters of Modern Land for inspection and research.



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Construction of Dongjiang Modern Horizon MOMA Commences

On 12 August, Dongjiang Modern Horizon MOMA officially held groundbreaking ceremony in Huizhou Dongjiang Science and Technology Park. This means that Modern Land has made another splendid addition to the practice of green technology living and urban development in Huizhou.



VI. August Newsletters

MOMA Zhongxiang Chengfa Modern Shouwang Fu MOMA Experience Center Opens

On 14 August, Urban Reading Experience Center of Zhongxiang Chengfa Modern Shouwang Fu MOMA made a stunning debut, attracting many customers. The event was well attended and highly popular. It happened to be the day of romantic Qixi, and Zhongxiang Chengfa Modern Shouwang Fu MOMA specially prepared roses and tea break to spread beautiful love.



VII. Investor Relations Event Calendar

No.	Date	Place	Investor Relations Events
1	31/8	Online	Credit Suisse Financial Performance Roadshow
2	27/8	Online	UBS Financial Performance Roadshow
3	24/8	Online	HSBC Bank Financial Performance Roadshow
4	19-20/8	Online	Deutsche Bank European Investor Financial Performance Roadshows
5	17-18/8	Online	Guotai Junan Asian Bond Investor Financial Performance Roadshow
6	22/6	Online	HSBC Debt Investor Summit
7	28/5	Online	BofA Securities Asia Investor Conference
8	20/5	Online	The 4th China Real Estate Finance Forum
9	3/5	Online	UBS Investor Conference
10	19-20/4	Online	Credit Suisse Bond Investor Conference
11	15-16/4	Online	UBS Bond Investor Conference
12	12/4	Online	Haitong Securities Bond Investor Conference
13	23-25/3	Online	Bank of America Securities Investor Roadshows
14	22-23/3	Online	Deutsche Bank European Investor Roadshows
15	19/3	Online	Guotai Junan Asian Bond Investor Roadshow

VII. Investor Relations Event Calendar

No.	Date	Place	Investor Relations Events
16	18/3	Online	2020 Annual Results Announcement Conference
17	4/2	Online	Bank of America Non-deal Roadshows
18	2/2	Online	Credit Suisse Non-deal Roadshows
19	29/1	Online	CMB International Non-deal Roadshows
20	25/1	Online	Bank of America Securities Non-deal Roadshows
21	15/1	Online	Barclays Non-deal Roadshows