



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 (30/9/2021)	HKD0.580
52-week range	HKD0.560 - 1.150
Total number of shares	2.795 billion shares
Market Cap	HKD1956 million
*Date are through :	30 September 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

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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 September

Contracted Sales in September at around RMB 3,562.95 Million

Modern Land (01107.HK) announced that in September, its contracted sales amounted to RMB 3,562.95 million, of which approximately RMB 3,464.96 million was attributable to properties and approximately RMB 97.99 million to car parking spaces. GFA for properties under contracted sales was approximately 367,300 square meters ("sq.m.") and the average selling price per sq.m. was approximately RMB 9,434.

For the first nine months of the year, contracted sales amounted to approximately RMB 33,544.14 million, representing an increase of 24.62% YoY, of which approximately RMB 33,029.20 million was attributable to properties and approximately RMB 514.94 million to car parking spaces. GFA for properties under contracted sales was approximately 3,280,726 sq.m. and the average selling price per sq.m. was approximately RMB 10,068.

III. Land Acquisition in September

The Company acquired two land lots in September. They located in :

1. **Suzhou City, Jiangsu Province:** The land lot located in Huangqiao Sub-district, Xiangcheng District, with the Huangqiao Experimental Primary School on its north, and adjacent to Huangqiao Kindergarten and Huangqiao Middle School. It faces the Huqiu Wetland Park on the south, which is famous for its natural landscapes. The land lot also enjoys advanced transportation, as it is at the junction of the Middle and Western Rings.
2. **Huai'an City, Jiangsu Province:** The land located in the eastern downtown of Xuyi, approximately 3.0km and 2.1km away from the Xuyi Coach Station and the Xuyi County Government, respectively. It has a big potential for development. Meanwhile, the land lot is adjacent to Jingui and Yingchun Avenues. It takes only 6min to the downtown and the Xuyi Municipal Government, indicating favorable accessibility.

IV. Best-selling Projects in September

MOMA

[Bengbu] Bengbu Outlet Modern City MOMA

The Bengbu Outlet Modern City MOMA project continues to enjoy strong sales and a fast pace of destocking, with sales ranking among the top in the region. Building 33 was further promoted in September, both online and offline. Its value points were deeply tapped, such as the common value points of geographical location, supporting facility, and school district and the special value point of the low-density minor high-rise. A good sales atmosphere was created through offline warm-up activities. Meanwhile, the project's highlights also include a new center of Bengbu and an international outlet covering an area of 1 million m2. The value point of the school district was emphasized, while the special value point of the minor high-rise was stressed to express the ideas of product upgrading and craftsmanship. In September, more homes of the project were launched for sale in response to the market, attracting attention citywide. Bengbu Outlet Modern City MOMA features green, high-tech, and healthy living, with private natural sceneries. It renders a sense of light luxury and represents the pinnacle of the times, an unarguable addition in the collection for its premium quality.



MOMA

[Hefei] Airport Modern Horizon MOMA

The number of houses available for sales of the Airport Modern Horizon MOMA project remains low. In order to seize the opportunity, brought by the Mid-Autumn Festival when many people return to their hometowns, to reach a high monthly indicator and accelerate to obtain the Budget Certificate, Buildings Y6 and Y3, with a total of 64 western-style homes of 110-120m² each, were promoted in September. For online promotion, the highlights of the products were strengthened, by combining the scarcity, comfort, and other characteristics of western-style homes. Besides, the image of "airport premium investment hot spot" was portrayed by integrating special offers on holidays, speculation about hot sales, and advantageous regional planning as well as emphasizing the unparalleled popularity and the airport hot spot. Next, special offers will be upgraded during the National Day holidays. Efforts will be redoubled for the marketing and selling points of the high-rise newly launched. Additionally, we will ensure a fast pace of destocking, by utilizing the offline resources in the downtown of Hefei and raising the number of visits guided by house agents.



IV. Best-selling Projects in September

MOMA [Fuzhou] Modern City MOMA·Park

The sales of Phases I and II of the Modern City MOMA project remain hot, ranked first in terms of the monthly sales rate, resulting in the shortage of stock. In accordance with the promotion periods, Phase V was planned to be promoted in September. The main measures included repackaging Phase V and streamlining the selling points, such as a 16,000m² central garden, a wide distance between buildings of 138m², a 450,000m² mature community, ten garden landscapes, and the five greetings for returning home. Simultaneous efforts were exerted online and offline one month prior to the promotion. The Green Fuzhou Public Welfare Activity was launched offline. The activity was fully covered online, together with the product's value and selling points. Taking advantage of the hot trend of the brand project, we acquired and retained customers by allowing them to deposit RMB10,000 which would later offset RMB40,000 of the house price. The reception center was renovated. The visual design and customer experience of Phase V were impressive. In September, the eye-catching project was launched for sale, making it the best-selling real estate project in the city. Modern City MOMA·Park: You walk in the park, while I live in the park. This project is a unique technology-based residential community with beautiful sceneries in Dongxiang with mature commercial facilities.



V. New Awards in September

Time	Type of Award	Award	Presenter
September	Individual award	2021 Person with Contributions to Chinese Real Estate Brand	2021 Chinese Real Estate Brand Value Research Results Release and 18th Chinese Real Estate Brand Development Summit
September	Corporate award	2021 Enterprise with Contributions to Wonderful Life in China	2021 4th Leju Annual Forum and Night of Finance
September	Corporate award	2021 Growing Property Management Enterprise in China	2021 Novum Design Award, France
September	Corporate award	2021 Top 50 Chinese Real Estate Companies in Brand Value—Top 19	2021 Chinese Real Estate Brand Value Research Results Release and 18th Chinese Real Estate Brand Development Summit
September	Corporate award	2021 Professional and Leading Chinese Brand in Residential Development—Green Technology Real Estate	2021 Chinese Real Estate Brand Value Research Results Release and 18th Chinese Real Estate Brand Development Summit
September	Corporate award	2021 Best 30 of China Real Estate Brand Value—Top 28	
September	Corporate award	Top 100 Chinese Real Estate Enterprises in Comprehensive Strength—Top 52	
September	Corporate award	2021 Top 10 Chinese Real Estate Enterprises in North China in Brand Competitiveness	
September	Corporate award	2021 Top 10 Chinese Real Estate Enterprises in Agency Construction and Operations	
September	Corporate award	2021 Top 20 Chinese Real Estate Enterprises in Robust Operations	

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

V. New Awards in September

Time	Type of Award	Award	Presenter
September	Corporate award	2021 Top 10 Chinese Real Estate Enterprises in WeMedia Operations	
September	Corporate award	2021 Top 10 Competitive Chinese Property Service Enterprises in North China	
September	Corporate award	2021 Top 50 Chinese Model Property Service Enterprises in Customer Satisfaction	
September	Corporate award	2021 Top 40 Chinese Property Service Enterprises in Comprehensive Strength	
September	Corporate award	2021 Top 10 Chinese Property Service Enterprises in Operation Capacity	
September	Corporate award	76th in the "2021 Top 100 Beijing Private Enterprises in Corporate Social Responsibilities"	Beijing Federation of Industry and Commerce
September	Corporate award	33rd in the "2021 Top 100 Beijing Private Enterprises"	Beijing Federation of Industry and Commerce
September	Corporate award	Top 20 Chinese Real Estate Enterprises in Robust Operations	EH Consulting
September	Corporate award	Top 10 Chinese Real Estate Enterprises in Agency Construction and Operations	EH Consulting
September	Project award	2021 Top 10 Chinese Real Estate Series Projects in Brand Value	2021 Chinese Real Estate Brand Value Research Results Release and 18th Chinese Real Estate Brand Development Summit

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

VI. September Newsletters

2021 Leju Annual Forum | Modern Land Wins Two Awards

The 2021 4th Leju Annual Forum and Night of Finance, on the theme "Steady Progress", was held in Shanghai from September 8th to 10th. The event was sponsored by Leju.com, under the guidance of the China Real Estate Association, the China Property Management Association, and the Chamber of Commerce of Furniture and Decoration Industry of All-China Federation of Industry and Commerce. Modern Land was granted the title, "Enterprise with Contributions to Wonderful Life in China"; First Service Holding Limited (First Service), an affiliated enterprise of Modern Land, won the honor, 2021 Growing Property Management Enterprise in China.



Four Awards Granted by the China Index Academy (CIA)

Modern Land won the following four awards at the "2021 Chinese Real Estate Brand Value Research Results Release and 18th Chinese Real Estate Brand Development Summit" on September 15: The "2021 Top 50 Chinese Real Estate Companies in Brand Value—Top 19", the "2021 Professional and Leading Chinese Brand in Residential Development—Green Technology Real Estate", the "2021 Top 10 Chinese Real Estate Series Projects in Brand Value—Modern MOMA", and the "2021 Person with Contributions to Chinese Real Estate Brand—Zhang Peng".



VI. September Newsletters

MO MA Ten Awards Granted by EH Consulting

EH Consulting held the 2021 China Real Estate Industry Strategy Summit in Shanghai from September 14 to 16, 2021. It released the research results of the Top 200 Chinese Real Estate Enterprises in Comprehensive Strength, the 2021 Top 100 Chinese Real Estate Enterprises in Brand Value, and the comprehensive strength of Chinese property service enterprises in 2021. Modern Land won six awards, namely, the "2021 Best 30 of China Real Estate Brand Value—Top 28", the "Top 100 Chinese Real Estate Enterprises in Comprehensive Strength—Top 52", the "2021 Top 10 Chinese Real Estate Enterprises in North China in Brand Competitiveness", the "2021 Top 10 Chinese Real Estate Enterprises in Agency Construction and Operations", the "2021 Top 20 Chinese Real Estate Enterprises in Robust Operations", and the "2021 Top 10 Chinese Real Estate Enterprises in WeMedia Operations"! First Care, an affiliated enterprise of Modern Land, was granted four awards, that is, the "2021 Top 10 Competitive Chinese Property Service Enterprises in North China", the "2021 Top 50 Chinese Model Property Service Enterprises in Customer Satisfaction", the "2021 Top 40 Chinese Property Service Enterprises in Comprehensive Strength", and the "2021 Top 10 Chinese Property Service Enterprises in Operation Capacity"!



MO MA Modern Land Named to "2021 Top 100 Beijing Private Enterprises"

Beijing Federation of Industry and Commerce published the "1+4" List of the 2021 Top 100 Beijing Private Enterprises. Thanks to its steady development and business strength, Modern Land was ranked 33rd in the "2021 Top 100 Beijing Private Enterprises" and 76th in the "2021 Top 100 Beijing Private Enterprises in Corporate Social Responsibilities".



VI. September Newsletters

MO MA Successful Conclusion of 2021 Public Welfare Basketball Match

The 2021 Modern Land Public Welfare Basketball Match, on the theme "Dare to Compete, Able to Compete, Win the Game", under the Love Homeland Campaign, was completed on September 25. Eight teams participated in the competition, including Rush to Mountains and Seas (members work in the Group in Beijing), Dream Catchers (members work in Central China), Ray of Hope (members work in East China), Fire (members work in North China), Fearless (members work in Southwest China), Wolves (members work in Northwest—Shaanxi), South China Tigers (members work in South China), and And One (members from First Care, an affiliated company of Modernland).



VII. Investor Relations Event Calendar

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

VII. Investor Relations Event Calendar

No.	Date	Place	Investor Relations Events
16	19/3	Online	Guotai Junan Asian Bond Investor Roadshow
17	18/3	Online	2020 Annual Results Announcement Conference
18	4/2	Online	Bank of America Non-deal Roadshows
19	2/2	Online	Credit Suisse Non-deal Roadshows
20	29/1	Online	CMB International Non-deal Roadshows
21	25/1	Online	Bank of America Securities Non-deal Roadshows
22	15/1	Online	Barclays Non-deal Roadshows