

(01107.HK) Stock Profile






IPO Date	12 July 2013
Closing price (30/11/2021)	HKD0.380
52-week range	HKD0.380 - 1.060
Total number of shares	2.795 billion shares
Market Cap	HKD1062 million
*Date are through :	30 November 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" "Λ". Two "M" symbolize our home, "O" represents the origin of the universe and "Λ" 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 November

Contracted Sales in November at around RMB 680.23 Million

Modern Land (01107.HK) announced that in November, its contracted sales amounted to RMB 680.23 million, of which approximately RMB 628.25 million was attributable to properties and approximately RMB 51.98 million to car parking spaces. GFA for properties under contracted sales was approximately 91,821 square meters ("sq.m.") and the average selling price per sq.m. was approximately RMB 6,842.

For the first eleven months of the year, contracted sales amounted to approximately RMB 35,245.84 million, representing a decrease of 4.6% YoY, of which approximately RMB 34,637.06 million was attributable to properties and approximately RMB 608.78 million to car parking spaces. GFA for properties under contracted sales was approximately 3,472,612 sq.m. and the average selling price per sq.m. was approximately RMB 9,974.

III. Best-selling Projects in November

MOMA [Qianjiang] Enjie Modern Shang Pin MOMA

Building 6 of the Enjie Modern Shang Pin MOMA was further promoted in November. A hot atmosphere for the further promotion of new Building 6 was created online, in combination with rising publicity through intermediary channels and introduction of new customers by existing owners in terms of project brand, support, etc., enhancing the visibility of the project. The customer base was continuously activated to realize conversion through events, caring, rewards, intermediary channels and introduction of new customers by existing owners. There were special birthday party events for existing owners such that they could feel the warmth of home.



MOMA [Xuchang] Modern Horizon MOMA

The Modern Horizon MOMA project continues to enjoy strong sales and a fast pace of destocking, with a reduced stock balance. It was to further promote Building 7 in November by deeply digging the value points, including location and supporting facilities, and combining them with the features of low-density mid-rise residential buildings. The information on further upgrading of quality and one-time supply of upgraded house types in all sizes and others was passed to the market through focusing on the advantage of Phase 2 and taking into account the overall value of the project, from the perspective of the whole project. Meanwhile, the price of RMB6,700/m² was publicized to continuously strengthen the product value, and the image of comfortable living was built up in the intense competition with regional rivals betting on low unit prices. Modern Horizon MOMA, a broad residential community next to Jiankang Road Elementary School, is located at the main axis of Tianbao Road, interpreting the quality of human life in Xuchang and triggering a rush to purchase, supported by four vertical and two horizontal multi-dimensional roads, five urban core business districts, and six green technologies!



VI. Best-selling Projects in November

MOMA [Qianjiang] Modern Man Ting Chun MOMA

Modern Man Ting Chun MOMA has received high market attention since its registration started in August. The number of subscriptions has been increasing day by day since the subscription started in October. The customers with the strongest intention to purchase have been identified gradually. The launch of Buildings 1 and 2 in November was promoted by deeply digging the value points, including location and supporting facilities, and combining them with the features of low-density western-styled houses, with online publicizing through single pictures, short videos and Tik Tok. Offline events with high engagement were arranged to create a customer-friendly environment. At the same time, from the perspective of the whole project, the complete supporting facilities and super high cost performance of the project were communicated and the image of scarce products was built up; and from the perspective of gradual upgrading of the district development, the super high cost performance and fine craftsmanship of the products were communicated. In November, the project was grandly launched. Modern Man Ting Chun MOMA is located at urban core and next to a school, providing healthy and smart homes, dazzling the city!



VI. November Newsletters

Modern Land Wins the Jingrui Habitat Award

Shijiazhuang Modern Mansion MOMA won the 18th Jingrui Science and Technology Award - Excellent Complete Residential Decoration, based on the powerful strength of its healthy residence. The award is not only a testament to the quality of this popular property in Shimen, but also a strong testament to the outstanding product power of its green technology.



Xi'an Modern Mansion MOMA Shortlisted for the "GBE Real Estate Design Awards 2021-2022"

The GBE Real Estate Design Awards 2021-2022 is at the call stage, and Xi'an Modern Mansion MOMA, a project of Modern Land's "Modern MOMA Product Series", has been officially shortlisted for the award. Xi'an Modern Mansion MOMA is located in the Chanba District of Xi'an and adjacent to the city's scenic river in the east, with a total gross floor area of approximately 300,000m², integrating residential, commercial and office developments.



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