

## 01107.HK) Stock information

IPO Date	12 July 2013
Closing price (31 July 2020)	HKD1.000
52-week range	HKD0.640-1.270
Total number of shares	2.795 billion shares
Market cap	HKD2,795million
* Data are through:	31 July 2020

## 2019 Annual Results

Revenue	RMB14,552 million
Gross profit	RMB3,707 million
Profit for the year	RMB1,054 million
Basic EPS	RMB0.262
Diluted EPS	RMB0.261

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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 July

### Contracted Sales in July at Around RMB 4,008.53 million

Modern Land (01107.HK) announced that in July, its contracted sales amounted to RMB 4,008.53 million, representing an increase of 53.86 % YoY, of which approximately RMB 3,980.75 million was attributable to properties and approximately RMB 27.78 million to car parking spaces. GFA for properties under contracted sales was approximately 402,237 square metres ("sq.m.") and the average selling price per sq.m. was approximately RMB 9,897.

For the first seven months of the year, contracted sales amounted to approximately RMB 18,214.75 million, of which approximately RMB 17,893.80 million was attributable to properties and approximately RMB 320.95 million to car parking spaces. GFA for properties under contracted sales was approximately 1,762,811 sq.m. and the average selling price per sq.m. was approximately RMB 10,151.

### III. Land Acquisition in July

In July 2020, the Company acquired a new plot of land located in the city of Qingyuan in Guangdong Province:

The project is located in the Yinzhan area at the junction of Guangzhou and Qingyuan cities. In the future, the Qingyuan city will concentrate on developing its central (central business district in Yanhu New Town) and southern parts (Yinzhan Chimelong Tourist Resort). A traditional tourism and holiday area in northern Guangzhou, Xinyinzhan Hot Spring Holiday Resort boasts abundant holidaymaking resources and is surrounded by large property projects. The construction of Qingyuan Chimelong International Forest Tourist Resort makes Guangqing New Town another promising project following Guangfo New Town. Currently, Huadu District is accessible through the Guangzhou–Qingyuan intercity railway, Guangzhou Metro Line No. 18 has been scheduled to reach Chimelong Tourist Resort.

### IV. New Launches in July

#### 【 Xi' an 】 Modern Land MOMA

After opening its demonstration zone to the public on 7 June, the Xi' an Modern Land MOMA project welcomed its 2# and 3# new launches on 16 July, when it sold a total of 282 flats out of 308, with the sales rate reaching as high as 92%. In face of difficulties like changes of time nodes and the diversion of customers by competitive products with limited prices in the region, the project team actively adjusted the marketing strategy and improved the art level of the initiating zone to form IP; meanwhile, they realized expansion among targeted customers in a short time, obtained several permits and were allowed to set a sales price higher than that filed locally. All the efforts led to the popularity of the project among customers.



#### IV. New Launches in July

##### **MOMA** 【Xi' an】 Modern Land MOMA

In July 2020, Modern Land MOMA was grandly opened for sales, involving 463 flats in total. Before the project was opened, 471 groups were qualified and 237 subscribed; 191 units were sold on the day, with the conversion rate as 80% and the sales rate as 41%. The project team made concerted efforts, continuing strengthening the output of project values and enhancing market recognition of the project. By the end of July, the project welcomed 3,753 visiting groups in total, with the number of customers taking the lead in the region.

After the project was opened, the marketing team used the photos and videos about the hot sales to further release the atmosphere, so as to improve the project' s reputation and influence in the flat market, and establish its position as a highly salable flat project. As a result, all the 463 units additionally launched were sold out within a week, with the sales rate as 100%.



##### **MOMA** 【Taiyuan】 Modern Land MOMA

In July 2020, the project team of Taiyuan Modern Land MOMA took advantage of the key time nodes such as the "712 Listing Anniversary" , launching active promotions online and holding promotion activities offline to attract customers and promote deals. In July, the team overfulfilled sales objectives and achieved remarkable results in the local market.



#### IV. New Launches in July

##### **MOMA** 【Wuhan】 Modern Land MOMA

Wuhan Modern Land MOMA saw the additional launch of 2# on July 17, with the sales rate as 52% on the day. By July 31, 220 units of 1#, 2# and 3# were subscribed in total, with the sales rate reaching 75.8%. In face of difficulties like the short period for attracting customers and the diversion of customers because of additional launch of competitive products, the project team made joint efforts to meet the challenge. After the project was opened, the marketing team used the photos and scripts about hot sales to establish the project's central position in the market, and used valuable posters to raise project profile while continuing with sales pitch trainings to improve the selling power.



#### V. Awards Received in June

Time	Type of Award	Award	Presenter
July	Project	Certificate of Green Building Label (3-Star)	The Central of Science & Technology and Industrialization of the Ministry of Housing and Urban-Rural Development of China

\* The above award was granted to Modern Land and its affiliated enterprises.

## VI. News in July

### **MOMA** H2' 20 | Making New Achievements with a Dedicated and Responsible Spirit

During July 3-4, 2020, Modern Land held the work conference on the "five book" evaluation for H1' 20 and the "five book" development process and operation in H2' 20 online themed "Making Expansion and Accumulation for Fast Growth" .



### **MOMA** Modern Land Successfully Holds the 7<sup>th</sup> Listing Anniversary Celebration & the Launching Ceremony for the Public Welfare Campaign

On July 10, Modern Land held the 7<sup>th</sup> listing anniversary celebration & the launching ceremony for the public welfare campaign themed "MOMA Heads for Green Development" . Modern Land' s Executive Director and President Zhang Peng, Executive Director and CTO Chen Yin, Vice President Wang Qiang, Vice President Zhang Shihong, Vice President and "53 Center" General Manager Yang Guang, Vice President and R&D Institute General Manager Han Feiyu, Little Colored Elephant Dream Foundation of China Charity Federation Director Xu Tianqi and Executive Director Liu Li, and over 200 MOMA members attended the event.

## VI. News in July

### **Modern Land Successfully Repurchases Notes Dated March 2021**

On July 28, 2020, Modern Land (China) Co., Ltd. (1107.HK) announced to repurchase notes dated March 2021, with the principal totaling US\$99.996 million.

In H1' 20, Modern Land grew steadily. The repurchase of the notes indicates the company has abundant cash flows and are working to improve the debt structure. The move will help reduce liabilities, reduce interest expenditure, release debt pressure and improve its long-term profitability.



### **Modern Land Successfully Issued US\$250 Million Overseas Green Bonds**

On July 7, 2020, Modern Land successfully issued green senior notes in US dollars with a duration of 2 years and 4 months to increase the ratio of long-term debts and optimize the debt structure. It also deployed the repayment of debts due next year, which shows the company is active in debt repayment.



## VI. News in July

### **MO MA** Modern Land Signs an Agreement on Strategic Cooperation with Hebei Chancheng

On the morning of July 14, Modern Land reached an agreement on strategic cooperation with Hebei Chancheng Investment Development Co., Ltd. According to the agreement, both sides will give play to respective advantages and carry out strategic cooperation on the development in both primary and secondary real estate markets, the development and operation of property projects that link other industries and property financing.



### **MO MA** Modern Land Signs an Agreement on Strategic Cooperation with Haishenglong

On the afternoon of July 14, Modern Land and Qingdao Haishenglong Food Co., Ltd. reached an agreement on strategic cooperation. According to the agreement, both sides will conduct strategic cooperation on industrial services, real estate development, introduction of quality industrial resources, cooperation with financial capital, cooperation with industrial funds, theme park services and property management services to make full use of respective resources and support each other.



## VI. News in July

### **MO MA** Modern Land Signs an Agreement on Strategic Cooperation with Haier Home

On the afternoon of July 14, Modern Land reached an agreement on strategic cooperation with Qingdao Haier Home Integration Co., Ltd. According to the agreement, based on mutual benefits and win-win cooperation through diverse channels, both sides will integrate resources and give full play to respective advantages to improve influence in respective fields.



### **MO MA** Modern Land Reaches an Agreement on Strategic Cooperation with Tang Wealth

On the afternoon of July 20, a 10-member delegation from the senior management of Tang Wealth, including Board Director Zhang Shulin, President Zhang Guanyu and Co-President Xu Xiaotong visited the headquarters of Modern Land. Based on consensus and trust, both sides signed an agreement on strategic cooperation to integrate competitive resources and form brand linkage, planning to deepen cooperation on city upgrade, M&A and construction of new industrial towns and provide customers with better services. The cooperation involves an estimated amount of RMB5 billion.



## VI. News in July

### **MO MA** Modern Land Develops Serviced Residence Business in Xishuangbanna

On July 17, 2020, Zhiheng Real Estate and Modern Land held the signing ceremony for Xishuangbanna Agent Construction Project in Xishuangbanna, Yunnan. About 400 participants, including relevant leaders and journalists of Xishuangbanna Prefecture, gathered together to discuss the new development of Xishuangbanna Airport.



## VI. News in July

### **MOMA Wins Certificate of Three-Star Green Building Label**

On July 13, 020, MOMA won the Certificate of Three-Star Green Building Label from Center of Science and Technology & Industrialization Development of the Ministry of Housing and Urban-Rural Development. This is another honor after it won the titles of "China Living Environment and Green Settlements Co-construction Project" in May 2019, "China Centennial Residential Construction Pilot Project" in August 2019, and one of the first batch of five-star certified fully-decorated residential buildings in China in October 2019.



### **Modern Land Gives Impetus to Flood Control Frontline**

Since the plum rain season on June 8, Hubei Province has been hit by several rounds of heavy rains, and the class II response to flood and flood control was launched in succession. Specifically, all local departments of Hubei Province took the initiative, in an attempt to win an overall victory in the fight against flood. It was imperative to drain and control flood. In the face of the severe flood, Modern Land actively responded to the government's call. Since July 13, it has actively supported the flood control frontline, and made contributions to flood control with practical actions.



## VI. News in July

### **MOMA** MOMA Man Image Is Refreshed Successfully

MOMA's contemporary enterprise IP image was refreshed successfully. MOMA Man debuted as a decent, relaxed + rational, aesthetics young man! He will accompany all MOMA families and homes playing together happily.



### **MOMA** "Run Towards Sun, Win in 2020" Event Is Launched Officially

2020 is the 20<sup>th</sup> anniversary of the founding of Modern Land, as well as the 7<sup>th</sup> anniversary of its listing. On this occasion, it invited all employees in "Run Towards Sun, Win in 2020" Event, and called on everyone to join the event together, so as to positively practice "natural, harmonious and healthy" culture of Modern Land, and work with a more green and healthier style of life and win in 2020!



## VII. Investor Relations Event Calendar (01107.HK)

No.	Date	Location	Investor Activities
1	8 July	Hong Kong	China property HYCorporate Day
2	26 June	Hong Kong	UBS Non Deal Roadshow
3	18 June	Hong Kong	Barclays Non Deal Roadshow
4	15 June	Online	HSBC Online Creditor-Investor Summit
5	12 June	Online	Morgan Stanley Online Summit
6	9-10 June	Con-Call	BOA Non Deal Roadshow
7	11-13 May	Online	2020 BOA Asia Pacific Online Investors Summit
8	8 April	Online	Deutsche Bank Bond Investor Roadshow
9	30 March	Hong Kong	Results Roadshow
10	27 March	Online	Modern Land 2019 Annual Results Announcement
11	9 January	Shenzhen	Zhitongcaijing HK US Stocks New-Year Strategy Meeting