

## 01107.HK) Stock information

IPO Date	12 July 2013
Closing price (30 November 2020)	HKD1.020
52-week range	HKD0.640-1.270
Total number of shares	2.795 billion shares
Market cap	HKD2,851million
* Data are through:	30 November 2020

## 2020 Interim Results

Revenue	RMB8,710.3 million
Gross profit	RMB2,121.1 million
Profit for the year	RMB556.4 million
Basic EPS	RMB0.142
Diluted EPS	RMB0.142

## 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  
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 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 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" 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 November

### Contracted Sales in November at Around RMB 5,006.99 million

Modern Land (01107.HK) announced that in November, its contracted sales amounted to RMB 5,006.99 million, representing an increase of 42.29 % YoY, of which approximately RMB 4,963.71 million was attributable to properties and approximately RMB 43.28 million to car parking spaces. GFA for properties under contracted sales was approximately 494,632 square metres ("sq.m.") and the average selling price per sq.m. was approximately RMB 10,035.

For the first eleven months of the year, contracted sales amounted to approximately RMB 36,960.25 million, representing an increase of 16.35 % YoY, of which approximately RMB 36,482.90 million was attributable to properties and approximately RMB 477.35 million to car parking spaces. GFA for properties under contracted sales was approximately 3,611,673 sq.m. and the average selling price per sq.m. was approximately RMB 10,101.

### III. Land Acquisition in November

#### Newly obtained projects in November:

The land parcel of the City of Future Project (Longli) Phase 2.2 belongs to Longli County of Qiannan and is 19 km away from the core area of Nanming District of Guiyang. Positioned in the Guiyang Double Dragon, the segment targeted to build a 100-billion National Airport Economic Demonstration Zone by 2020, which is 16.8km away from Guiyang Longdongbao International Airport. It is located in the core area of Qianzhong Economic Development Zone. With the opening of Longxi Avenue, it is currently a key development in Guiyang.

### IV. New Launches in November

#### **MOMA** [Xianyang] Guorun Modern MOMA

In November 2020, Xianyang Guorun Modern MOMA project became popular once again in the city. The project leverages the e-commerce Double 11 to carry out on-site sale package promotion, through the WeChat Moments and the public account to release event information online, and by organizing on-site sale events offline, the shell continues to refer clients, attracting a large number of clients to visit and agents to refer clients' visits. With the dual support of on-site sale policies and atmosphere, 876 visits were made during the Double 11 period and 112 units were sold! Facing the conditions that the experience center is not open, and the challenging environment of the launch of Tianlun Yunjing Tiancheng, the regional newly entered project, together with the continuous promotion of regional popular star projects (Longfor Rainbow Central, Vanke Jinyu Huafu), Sunac Yuhe Shenyuan Project continues to be measured at a discount price, resulting in serious diversion of market clients. As such, the project marketing team made proactive efforts to promote the project in store, procure agents to refer more clients' visits and continuously looking for potential clients, so as to secure the number of project clients and promote sales. The total number of visits for Xianyang Guorun Modern MOMA is 3,427 in November, with a total transactions of 379 units, the sales results continue to lead in the Xianyang District.



#### IV. New Launches in November

##### **MOMA** [Beijing] MOMA the Wan Guo Cheng MOMA (Tongzhou)

In November 2020, the Wan Guo Cheng MOMA (Tongzhou), with the theme of “Contemporary care”, promoted the gold node in response to the Group’s “Heng Mei Double 11” marketing campaign launched by the Group; at this stage, every competing brands are active in marketing (High commission with bonuses). Under severe market conditions, the Wan Guo Cheng MOMA (Tongzhou) carried out online promotion of project values with three marketing and promotion themes by three stages, namely “more warmth”, “more enthusiasm” and “more passion”. Through Double 11 Sale, giveback of thanksgiving and warm-up events to carry out offline packaging of atmosphere. With the front-end expansion of client base with precise channel and the incentive of buying houses with big gifts as rewards for the discount housing on-site, the site was popular with remarkable sales in Tongzhou.



#### V. Awards Received in November

Time of receipt of award	Type of award	Award	Award Presentation Organization
November	Project	Xianyang Guorun Modern MOMA – China Renju Environment Green Residence Joint Construction Project	Renju Environment Committee of China Real Estate Industry Association
	Project	Modern MOMA (Shijiazhuang) – 2020 Top 10 Quality Works	CRIC Product 100 Working Team

\* The above awards are obtained by Modern Land and its associated enterprises

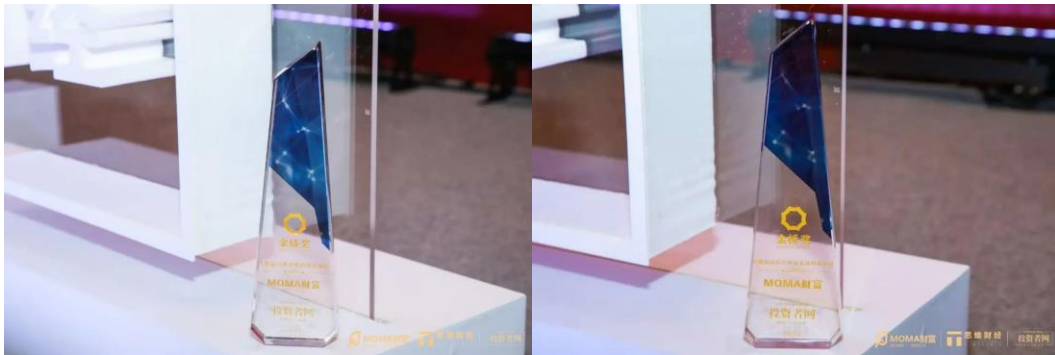




## VI. News in November

### **MOMA Wealth consecutively received two major awards of Golden Bridge Award**

On November 19, MOMA Wealth was invited to participate in the 2020 Annual Meeting of Vision Financial Investors and Golden Bridge Awards Presentation Ceremony, and won two Golden Bridge awards: the Investment Institution with the Most Investment Value of the Year and the Trustworthy and Innovative Financial Technology Company of the Year.



### **Modern MOMA (Shijiazhuang) won the “2020 Top 10 Quality Works” award**

On November 27, 2020, the 2nd “Product Force — The Top 100 Product Launch of Real Estate Enterprise in China” conference was held in Shanghai. Apart from the stimulation of ideas among industry leaders with product innovation, intelligence and future trends, the results of the research and development of the industry products have been released simultaneously. The Modern MOMA (Shijiazhuang) built by Modern Land, has won the “2020 Top 10 Quality Works” award.



## VI. News in November

### **MOMA** Strategic Development between Modern Land and Konka Group

On November 30, Modern Land and Konka Group Co., Ltd. Have officially signed the Strategic Cooperation Agreement. Pursuant to which, both parties uphold the principles of "Sincerely cooperation, resources integration, create win-win benefits", leveraging their own advantages to carry out investments and cooperation.



### **MOMA** Successful strategic seminar of Modern Land in the second half of 2020

From October 31 to November 2, "optimization, reserves and rapid growth", Successful strategic seminar of Modern Land in the second half of 2020 was held in MOMA Modern Jiuhuashan Lianhua Town as scheduled. The President office of Modern Land, the Group's R&D Design Team, leading teams of different centres and companies focused on specialized cases and discussion on solutions to help the Company achieve better results.



## VI. News in November

### **Modern Land helped conclude “Satisfaction Research on the Residence Quality and Building Quality of Green Livable Area”**

On November 10, “Satisfaction Research on the Residence Quality and Building Quality of Green Livable Area”, the Ministry of Housing and Urban-Rural Development’s specializes subject, was held in Beijing. The case has passed the verification process and been highly recognized by the leaders and experts in the seminar. Modern Land was invited to cooperate with the Renju Environment Committee of China Real Estate Industry Association, to participate in the investigation and research as well as analysis on the satisfaction on residence quality and building quality, while being the only real estate enterprise representative to carry out presentation to experts with different schools and research institutes.



### **Modern MOMA (Guorun) was rated as Green Residence Joint Construction Project**

On November 17, the China Renju Environment Green Residence Joint Construction Case “Guorun Modern MOMA” expert evaluation committee sponsored by the Renju Environment Committee of China Real Estate Industry Association (Hereafter referred as “Renju Committee”) was successfully held in Xianyang, Shaanxi. After stringent review and evaluation, “Guorun Modern MOMA” case was successfully approved and has become the “China Renju Environment Green Residence Joint Project”, leading the high-quality development of Renju environment in Xianyang.





## VII. Investor Relations Event Calendar

No.	Date	Place	Investor activities
1	25/11	Online	Barclays non-deal roadshows
2	3/11	Beijing	Stock investors visit the Company and Tongzhou Wan Project
3	29/10	Online	Nomura 2020 Asia High Yield Company Day
4	20 - 21 /10	Hong Kong	JP Morgan Asia Market Credit Conference
5	12/10	Hong Kong	BofA Securities Asia Credit Conference 2020
6	24/9	Hong Kong	2020 Property Summit of Guotai Junan International
7	21/8	Hong Kong	Results roadshow organised by Bank of America
8	21/8	Hong Kong	Results roadshow of stock investors
9	20/8	Hong Kong	Results roadshow organised by Deutsche Bank
10	19/8	Hong Kong	Results roadshow organised by CMBI
11	18/8	Hong Kong	Results roadshow organised by Guotai Junan
12	8/7	Hong Kong	China Real Estate High yield bond Investors Corporation day
13	26/6	Hong Kong	UBS non-deal roadshows
14	18/6	Hong Kong	Barclays non-deal roadshows
15	15/6	Online	HSBC online debt investors summit
16	12/6	Online	Online summit of Morgan Stanley
17	9-10/6	Teleconference	Bank of America non-deal roadshows
18	11-13/5	Online	Asia Pacific of Bank of America of 2020 Online Investor Summit
19	8/4	Online	Bond investor roadshow of Deutsche Bank
20	30/3	Hong Kong	Results roadshow
21	27/3	Online	2019 annual results presentation of Modern Land
22	9/1	Shenzhen	Hong Kong Stock and America Stock New Year strategy meeting of Zhitong Finance
23	24/9	Hong Kong	2020 Property Summit of Guotai Junan International