

## 01107.HK) Stock information

IPO Date	12 July 2013
Closing price (26 February 2020)	HKD0.910
52-week range	HKD0.640-1.190
Total number of shares	2.795 billion shares
Market cap	HKD2,543million
* Data are through:	28 February 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

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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 February

### Contracted Sales in February at Around RMB 3,207.73 million

Modern Land (01107.HK) announced that in February, its contracted sales amounted to RMB 3,207.73 million, representing an increase of 267.15 % YoY, of which approximately RMB 3,185.18 million was attributable to properties and approximately RMB 22.55 million to car parking spaces. GFA for properties under contracted sales was approximately 307,449 square metres ("sq.m.") and the average selling price per sq.m. was approximately RMB 10,360.

For the first two months of the year, contracted sales amounted to approximately RMB 5,643.37 million, representing an increase of 95.39 % YoY, of which approximately RMB 5,598.23 million was attributable to properties and approximately RMB 45.14 million to car parking spaces. GFA for properties under contracted sales was approximately 550,036 sq.m. and the average selling price per sq.m. was approximately RMB 10,178.

### III. New Launches in February

#### **MOMA** [Hefei Feidong] Modern Binfeng Fu of MOMA

In February 2021, the MOMA project of Modern Binfeng Fu in Hefei Feidong, with the arrival of the Spring Festival return period, used the online WeChat Moments to increase the output product value, supporting value, hot sales, shortage of housing and other information of the project, and continued to speak out to raise market attention. The popularity of the project rose, and the marketing strategy of the project was promptly adjusted based on the actual situation. Meanwhile, MOMA replenished the supply of goods and urgently promoted the sale of parking spaces, and bound the sales of parking spaces through the listings above G7#5 (excluding the top floor), actively promoted the sales of parking spaces, and squeezed the sale of foreign houses. The performance in February was over-fulfilled, and MOMA was also the first to sell parking spaces in the region, achieving impressive results in the market.



#### **MOMA** [Suzhou] Modern Zhujia of MOMA

In February 2021, the MOMA project of Modern Zhujia in Suzhou, integrated the social hot spots of "celebrating Spring Festival on the spot", formulated a marketing strategy for celebrating the Spring Festival together without rest, achieved multi-channel sales promotion with "voice online, action in channels, and activities in the field", through the live interactive Spring Festival greetings and the five-fold gift of the Year of the Ox (visiting ceremony, lucky gift, subscription gift, recommendation gift and exclusive gift), packaged visiting gifts, lucky draws, nationwide marketing, etc., while maximizing customer gathering and sales atmosphere creation, achieved multi-dimensional benefits of brand, performance, and holding customers, and reached comprehensive sales target.



### III. New Launches in February

#### **MOMA** [Bengbu] Modern Aolai City of MOMA

In February 2021, the MOMA project of Modern Aolai City in Bengbu took advantage of key timing, in the Spring Festival holiday, homeownership and promotion of additional housing to actively voice through online promotion and online interactive games, and conducted offline gift exchanges to attract numerous customers to promote transactions of the project. In February, 292 units of the project were sold, which satisfactorily completed the sales target and achieved remarkable performance in the Bengbu market!



MOMA

### IV. Awards Received in February

Time of award	Types of awards	Awards	Awarded by
February	Project	2020 Outstanding Enterprise for Recovery and Development of the City's Culture and Tourism Industry - MOMA Modern • Jiuhuashan Lotus Small Town	Chizhou Municipal Party Committee and Municipal Government

\* The above award was granted to MOMA and its affiliates.

## V. News in February

### **Redemption of overseas senior notes by offer in advance, with the target of USD50 million**

On 23 February, Modern Land announced that the company repurchased and cancelled the notes due in October 2021, with a target repurchase amount of USD 50 million and a repurchase price of 102.75, which was 20 basis points higher than the market transaction price.



### **Chizhou city won recognition of the government and the title of “excellent enterprise”**

On 20 February morning, Chizhou Municipal Party Committee and Municipal Government held a conference of city of powerful industry promotion. The meeting announced and released the “Circular of Chizhou Municipal Committee of the Communist Party of China and Chizhou Municipal People’s Government on the Outstanding Contribution Institutions of Promoting a Strong Industrial City in 2020”, and notified 69 outstanding contribution institutions of promoting a strong industrial city in 2020, including Guichi District. Modern Land Jiuhuashan Lotus Town won the title of “2020 Excellent Enterprise for Recovery and Development of Cultural Tourism Industry across the City”.



## V. News in February

### **MO MA** Modern Land Officially Entered into Investment Cooperation Agreement with Starlight Culture and Travel Group

On 1 February 2021, Mr. Li Geng from Li Keran Painting Academy and Mr. Li Zeqing, Chairman of Starlight Travel Group, along with other guests, visited the headquarters of Modern Land Group and signed an investment cooperation agreement with Starlight Culture and Travel Group. According to the agreement, both parties adhered to the principle of "sincere cooperation, resource integration and mutual benefit", and would give full play to their respective advantages and make joint investment. In the future, strategic cooperation will be established in the field of real estate and culture and travel industry development, and business cooperation such as joint development, consulting, industrial operation and financial services will be carried out for real estate, culture and travel industry and other projects recognized by both parties. In-depth cooperation will be initiated for Changsha Tianhan Art Park, Xuzhou Pan 'an Lake and Chizhou Jiuhuashan between both parties.



### **MO MA** Modern Land and CDH Investment Reached Strategic Cooperation

On 3 February 2021, Mr. Hu Ning, general manager, director of CDH Investment and founding partner of Mezzanine Fund, visited the headquarters of Modern Land Group and signed a strategic cooperation agreement with the Group. According to the agreement, based on the principles of resource sharing, complementary advantages and mutual benefit, both parties would jointly carry out regional deep cultivation and cooperate in real estate (including but not limited to urban renewal, pension real estate and other fields), mergers and acquisitions, financing for growing enterprises and special opportunities (hereinafter referred to as "target areas").



## V. News in February

### **MO MA** Modern Land reached strategic cooperation with Ryujo Group and Construction Group

On 5 February, Modern Land signed a strategic cooperation agreement with Hunan Ryujo Transportation Development Group and Hunan Construction Group in Changsha.

According to the agreement, the three parties would achieve mutual benefit and win-win in the process of investment, development and operation of Gaoling Comprehensive Transportation Hub Project in Kaifu District, Changsha City and give full play to their respective advantages in technology, market, capital, finance, management and brand resources, fully understand and respect each other's business philosophy and development aspiration to achieve complementary advantages and strong alliance.



### **MO MA** Modern Land reached strategic cooperation with Jiazhao International

On 19 February 2021, Modern Land and Jiazhao International Group Co., Ltd. reached a strategic cooperation. Both parties would give full play to their respective advantages, establish strategic cooperative relations in the fields of investment, development, operation, industrial introduction and other fields of real estate projects, and cooperate in real estate development and industrial introduction business. In the future, the two parties will actively promote the target plots and industrial resources with the basis of cooperation, and jointly carry out cooperation, including but not limited to real estate development, industrial park investment, development of cultural tourism towns and financial investment. The two parties are willing to share resource advantages and actively promote mutual business development. Both parties will make full use of their respective resources and assist each other.



## V. News in February

### **MR** Modern Land re-signed agreement with Xinjiye Holding

On 6 February, Modern Land and Xinjiye Holding Group joined hands again to sign a cooperative development agreement. Based on the principles of equality, mutual benefit, honesty and credit, both parties achieved mutual benefit and win-win results in the process of investment, development and operation of the target piece of land.

Liu Senfeng, Chairman and President of Xinjiye Holding, Hu Xiao, general manager of engineering operation center, Chen Dun, general manager of investment design center, and Li Qi, President of Xinjiye Real Estate Jiangsu Branch; Zhang Peng, executive director and president of Modern Land, Lei Zhixin, vice president of Modern Land, Chairman and President of Modern Land East China Region, Tan Xiaofeng, general manager of Investment Development Center, Zhao Wanjiang, deputy general manager of Modern Land East China Region, Qian Cheng, marketing director of Modern Land East China Region, and Wang Jun, investment director of Modern Land East China Region attended the signing ceremony.



## VI. Investor Relations Event Calendar

序号	日期	地点	投资者活动
1	4/2	Online	BofA non-deal roadshows
2	2/2	Online	Credit Suisse non-deal roadshows
3	29/1	Online	CMBI non-deal roadshows
4	25/1	Online	BofA non-deal roadshows
5	15/1	Online	Barclays non-deal roadshows