

(01107.HK) Stock Profile

IPO Date	12 July 2013
Closing price (31/10/2021)	HKD0.380
52-week range	HKD0.380 - 1.100
Total number of shares	2.795 billion shares
Market Cap	HKD1062 million
*Date are through :	31 October 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 October

Contracted Sales in October at around RMB 1,021.47 Million

Modern Land (01107.HK) announced that in October, its contracted sales amounted to RMB 1,021.47 million, of which approximately RMB 979.61 million was attributable to properties and approximately RMB 41.86 million to car parking spaces. GFA for properties under contracted sales was approximately 100,065 square meters ("sq.m.") and the average selling price per sq.m. was approximately RMB 9,790.

For the first ten months of the year, contracted sales amounted to approximately RMB 34,565.61 million, representing an increase of 8.18% YoY, of which approximately RMB 34,008.81 million was attributable to properties and approximately RMB 556.80 million to car parking spaces. GFA for properties under contracted sales was approximately 3,380,791 sq.m. and the average selling price per sq.m. was approximately RMB 10,059.

IV. Best-selling Projects in October

MO MA [Bengbu] Bengbu Outlet Modern City MOMA

The Bengbu Outlet Modern City MOMA project continues to enjoy strong sales with sales ranking among the top in the region. Clients' interest was raised by online publicity of the positive regional development, the selling points of the products, the nearby commercial areas and schools, and 230,000 square meters of outlet commercial areas. The image of the one-million-square-meter integrated outlet project at Huai River was enhanced by continuous publicity of the project through a series of posters and videos of the unparalleled popularity and promotion celebrating the anniversary, along with the stress on the scarcity of the newly launched high-rise residential units that were very popular. The project's image and influence, as well as the attention on it, were enhanced after the activities like distribution, showing the clients around the project, and birthday parties for those who owned properties here. In October, Bengbu Outlet Modern City MOMA was launched. It features green, high-tech, and healthy living and renders a sense of light luxury and represents the pinnacle of the times, an unarguable addition in the collection for its premium quality.



MO MA [Hefei] Airport Modern Horizon MOMA

Residential units of the high-rise buildings of Airport Modern Horizon MOMA had been sold out for a month. The high-rise Building launched in October has gained recognition after the online publicity of the positive regional development, support upgrading and the value of the project. The image of the project as a hot spot of investment with supreme quality near the airport was enhanced by continuous publicity of the project through a series of posters and videos of the unparalleled popularity and promotion celebrating the anniversary, along with the stress on the low threshold price and total prices of the high-rise residential units. We built up the publicity chain and raise popularity through online games with physical trophies which people could play and share. Next, special offers will be upgraded during the November 11 event. Efforts will be redoubled for the marketing and selling points of the homes available for sale. Additionally, we will ensure a fast pace of destocking, by utilizing the resources in the downtown of Hefei and raising the number of visits guided by real estate agents.

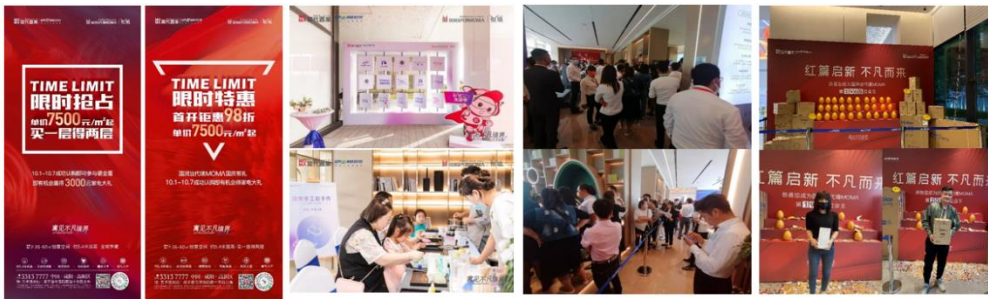


IV. Best-selling Projects in October

[Xianyang] Guo Run Modern Realm MOMA

Guo Run Modern Realm MOMA in Xianyang initiated the first promotion in October 2021. Customers' confidence of purchase was raised by delivering the product's value points via WeChat Moments and the official account and holding signing events for customers with intention of the building's commercial ground floor during the National Day holidays. Beike launched full-channeled visits guided by realtors and released time-limited special offers along with golden eggs smashing after completing transactions to push sales at the sites. 1,199 groups of visits were achieved and 78 apartments were sold during the holidays with the dual support of the sales policy and environment at the sites!

Customers were diverted due to multiple causes, including sales for existing apartments of the Tianjiyuan Building, a regional rival project, and favorable policies, such as 70 years of property rights and low down payment, of Unit 1 of the Gaoxin Jinye project, as well as the ongoing strategy of price for volume implemented for a number of residential projects nearby. To overcome such difficulties, the marketing team of the project delivered the promotion at the stores and pushed the realtors to guide more visits, exploring potential customers and ensuring the customer base to advance the transactions.



V. New Awards in October

Time	Type of Award	Award	Presenter
October	Project award	Modern Foshan Wan Guo Fu MOMA Three-starred pre-rating in line with the <i>Assessment Criteria for Full Decoration of Residences</i>	CRECC Full Decoration Council
October	Project award	Shijiazhuang Modern Mansion MOMA The Excellence Award for Full Decoration Residential Project of the 18th Elite Award	CRECC Full Decoration Council

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

VI. October Newsletters

MOMA Modern Land Wins Two Honors | 2021 Annual Grand Gathering of Full Decoration Industry

The 2021 5th Full Decoration Industry Leaders' Summit and Interior Decoration Industrialization Development Forum was held at New Century Grand Hotel Hangzhou from October 22 to 24. Nearly 300 participants from leading players and benchmark enterprises in the full decoration industry attended the grand gathering. The CRECC Full Decoration Council, as always, upholds the spirit of "Moganshan Craftsmanship, China". Through "Guiding Standards, Benchmark Demonstration", the council focuses on issues and addresses dilemmas in the industry in the new era and trend. Participants explored the new model and direction of the full decoration industry from a high starting point and in compliance with high standards and high quality.



MOMA Wuhan Modern Realm MOMA Granted 2021 IFLA Asia-Pac Landscape Architecture Awards

2021 The results of the IFLA Asia-Pac Landscape Architecture Awards were released. Wuhan Modern Realm MOMA stood out among 397 excellent works and won the Honor Award in Environmental Art & Sculpture, upon strict selection by 19 international judges. The IFLA, as the most influential academic organization in the international landscape architecture industry, plays an increasingly significant role in promoting mutual understanding among international members and building a more extensive collaborative network.



VI. October Newsletters

Modern Land Holds Public Benefit Activity in Inner Mongolia

A public benefit activity was held in Hohhot, Inner Mongolia, from October 12 to 13. Modern Land and its affiliated enterprises, such as First Care, First Education, and Hotel MoMc, worked with the Little Colorful Elephant Space Dream Fund of the China Space Foundation to hold "MOMA Box Fantasy" under the Loving Our Home campaign. Modern Land delivered its warmth to Hohhot, Inner Mongolia, by giving lessons and presenting stationeries, articles of daily use, and cash to students at the Dongjiaying Primary School and the Dahongcheng Central Primary School.



Press Conference of Xi'an Modern Mansion MOMA Completed Successfully

Each era, surging forward with great momentum, is bound to be accompanied and backed by great architecture. From the current capital to the ancient capital thousands of years ago, Modern Land has always kept up with the times, helped people have a life of better quality, and inscribed a glory epic in the city. The Press Conference of Xi'an Modern Mansion MOMA was held at W Hotels, as scheduled, on October 13, 2021. Han Feiyu, senior vice president of Modern Land, Zhang Guangliang, managing partner of UMiA, Nie Haifeng, founder of Xi'an Cheng Ji and director of Cheng Ji Think Tank, Li Hanliang, founder of Xi'an Pu Tong and Uncle Hanliang, as well as more than 60 media were invited to jointly appreciate the "Power of Beauty in Xi'an".

