

## ( 01107.HK ) Stock Profile


IPO Date	12 July 2013
Closing price (30/11/2021)	HKD0.380
52-week range	HKD0.380 - 1.010
Total number of shares	2.795 billion shares
Market Cap	HKD1062 million
*Date are through :	31 December 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 December

### Contracted Sales in December at around RMB 804.59 Million

Modern Land (01107.HK) announced that in November, its contracted sales amounted to RMB 804.59 million, of which approximately RMB 750.24 million was attributable to properties and approximately RMB 54.35 million to car parking spaces. GFA for properties under contracted sales was approximately 77,652 square meters (“sq.m.”) and the average selling price per sq.m. was approximately RMB 9,662.

For the twelve months of the year, contracted sales amounted to approximately RMB 36,050.43 million, representing a decrease of 14.6% YoY, of which approximately RMB 35,387.30 million was attributable to properties and approximately RMB 663.13 million to car parking spaces. GFA for properties under contracted sales was approximately 3,550,264 sq.m. and the average selling price per sq.m. was approximately RMB 9,968.

### III. Best-selling Projects in December

#### **MOMA** [Qianjiang] Modern Man Ting Chun MOMA

The Modern Man Ting Chun MOMA project continues to enjoy strong sales since its first launch, with a higher conversion rate than other projects in the market. For larger apartment buyers or upgraders in the Qianjiang Market, they are more enthusiastic about the large-apartment products (130m<sup>2</sup>). The project further promoted the sale of the Western-style Houses Product 12 with spacious units, low density 11-story planning, ultra-wide building spacing and amazing natural view, on December 12. Online publicity and offline customer accumulation created a customer-friendly environment on the day of further promotion. Meanwhile, the online publicity of the western-style houses used the selling points of market scarcity, one elevator for one unit, low-density planning and open views to build up the product image and present it to the discerning people in Qianjiang. Upgraded western-style houses were further promoted on December 12. Modern Man Ting Chun MOMA is located at urban core and next to a school, providing healthy and smart homes in high-profile western-style houses, dazzling the city!



#### **MOMA** [Xi'an] Modern Realm MOMA

The parking spaces of the Moder Realm MOMA project continue to sell well with a higher conversion rate, especially for those who have already purchased residential units in the project and whose enthusiasm for purchase is even higher. Thanks to the increasingly vehicles in service year by year in Xi'an and the bonus from the core location of Yanming Lake where the project is located, the parking spaces of the Moder Realm MOMA project have a strong prospect of value preservation and appreciation, while the high-quality parking support also is favor to parking and maintenance. Green residence with quality parking spaces presents a one-stop convenient and prestigious living experience, which has also become the decisive code for the hot sale of the parking spaces. Next, the Modern Realm MOMA project will continue to promote the sales and conversion of parking spaces and present better and more comfortable living experience for residents from the perspective of community quality facilities!



## V. New Awards in December

Time	Type of Award	Award	Presenter
December 16	For project	Top 10 Healthy Building Benchmark Projects 2021	iGreen Healthy Habitat Technology Forum 2021
December 15	For project	Best Habitat Property 2021	Property Capitalism
December 16	For company	Top 10 Chinese Real Estate Enterprises by Product Value System 2021	Super Product Power Innovation Conference 2021
December 16	For company	Top 50 Chinese Real Estate Enterprises by Super Product Power 2021	Super Product Power Innovation Conference 2021
December 16	For company	Top 10 Healthy Buildings by Product Power 2021	iGreen Healthy Habitat Technology Forum 2021
December 15	For company	The Real Estate Enterprise with the Greatest Green Product Power 2021	Property Capitalism

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

## VI. December Newsletters

### **MO MA** Modern Land Titled as One of “Top 10 Chinese Real Estate Enterprises by Product Value System 2021”

The "Super Product Power Innovation Conference 2021" hosted by EH Consulting was grandly held in Guangzhou on December 16, 2021. Strengthening the core competitiveness of MOMA's four standard product lines and green technology products, Modern Land was titled as one of “Top 10 Chinese Real Estate Enterprises by Product Value System 2021” and and one of “Top 50 Chinese Real Estate Enterprises by Super Product Power 2021”.



### **MO MA** Modern Land Wins Two Awards at iGreen Healthy Habitat Technology Forum 2021

iGreen Healthy Habitat Technology Forum 2021 was successfully held on December 16. Modern Land won the awards of “Top 10 Healthy Buildings by Product Power 2021” and “Top 10 Healthy Building Benchmark Projects 2021”

