



**建業地產股份有限公司**  
**Central China Real Estate Limited**

(Stock Code: 832)  
[www.centralchina.com](http://www.centralchina.com)

# 2014 Interim Results Announcement

August 2014



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# Senior Management Representatives



**Mr. Chen Jianye**



**Chief Executive Officer**



**Mr. Hu Bing**



**Chief Financial Officer  
& Executive Vice President**



**Mr. Vinh Mai**



**Head of Investor Relations  
& Chief Investment Officer**





## Agenda

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# Overview

## Half-Year Results Summary

- ▲ Total turnover increased by 0.7% to RMB3,072 million, excluding attributable revenue from JCEs of RMB468 million, due to increase growth in rental income and revenue from hotel operations
- ▲ Total recognized GFA delivery decreased by 11.5% to 490,883 sq.m.
- ▲ Recognized ASP increased by 11.1% from RMB5,438 per sq.m. to RMB6,040 per sq.m.
- ▲ Gross profit increased by 15.8% to RMB1,283 million
- ▲ EBITDA increased by 13.8% to RMB1,237 million
- ▲ Net profit for the six months ended increased by 5.3% to RMB420 million
- ▲ Net profit attributable to equity shareholders up 10% to RMB392 million
- ▲ Declare no interim dividend, continue to maintain full-year dividend payout ratio of 30%

# Overview

## Half-year Operational Achievements

- ▲ Contracted sales increased by 7.3% to RMB6.62 billion, achieving 38.5% lock-in rate of FY2014 target of RMB17.2 billion
- ▲ Market share in terms of contracted sales in Henan increased from 4.6% in FY2013 to 5.2%\* in 1H2014
- ▲ Contracted sales GFA increased by 6.6% to 967,328 sq.m.
- ▲ Contracted ASP was stable at RMB6,843/sq.m., up 0.7% y-o-y
- ▲ Raised S\$200 million at 6.5% through the issuance of 3-year senior notes in May 2014
- ▲ Acquired 2.68 million sq.m. GFA of new land reserves at a low average cost of RMB702/sq.m. during 1H2014,
- ▲ Total land reserve GFA for new development of 19.6 million sq.m. at an average cost of RMB654/sq.m. as at 30 June 2014

Source: \*Company data, \*\* CRIC



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# Financial Highlights

- ▲ Revenue up by 0.7%, due to the increase in rental income up 3.7% and revenue from hotel operations up 149%
- ▲ GP margin increased to 41.8%, up 5.5p.p., on higher ASP & GP contribution from projects in Luoyang, Shangqiu & Jiyuan
- ▲ EBITDA margin increased to 13.8%, due to higher gross profit margin at 41.8%
- ▲ Higher net profit by 5.3%, due to NP margin increased to 13.7% and in 1H2013 measured a one-off significant loss on the early redemption of USD senior notes due in 2015
- ▲ Diluted EPS grew by 10% to RMB16.09 cents per share on higher profit

	1H2014	1H2013	Change
Revenue (RMB mn)	3,072	3,050	0.7%
Gross profit (RMB mn)	1,283	1,107	15.8%
Gross profit margin	41.8%	36.3%	+5.5 p.p.
EBITDA (RMB mn)	1,237	1,087	13.8%
EBITDA margin	40.3%	35.6%	+4.6 p.p.
Income tax (RMB mn)	403	356	13.2%
Net profit (RMB mn)	420	399	5.3%
Net profit attributable to equity shareholders (RMB mn)	392	357	10.0%
Net profit margin	13.7%	13.1%	+0.6 p.p.
Basic earnings per share (RMB cents)	16.10	14.65	9.9%
Diluted earnings per share (RMB cents)	16.09	14.63	10.0%
Interim dividend per share (HKD cents)	0.0	5.2	-100%

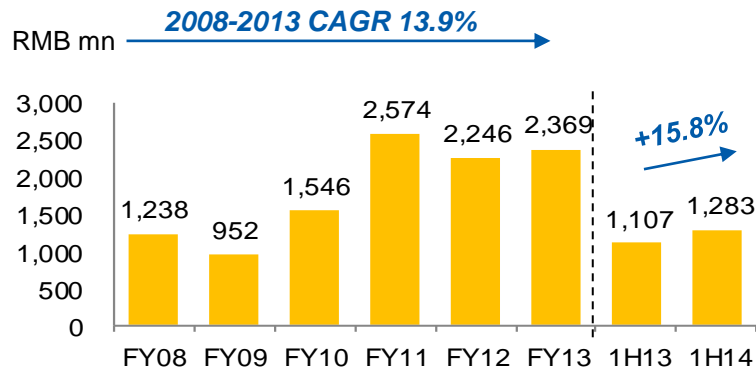
Source: Company data



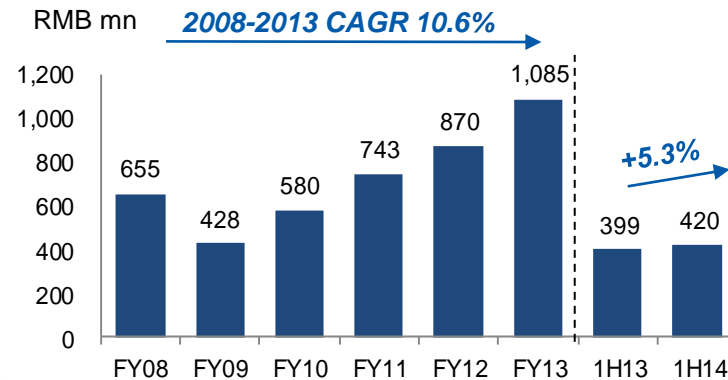
# Financial Highlights (cont'd)

- Proven track record of sustainable profit growth and stable gross profit margin
- Improving net profit margins in 1H2014

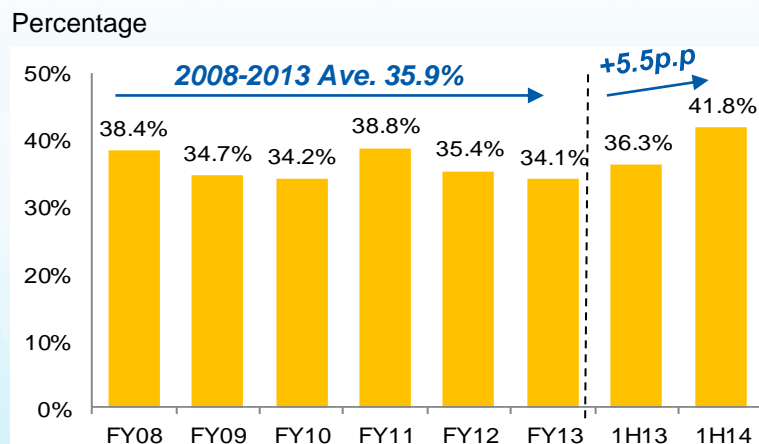
## Gross Profit



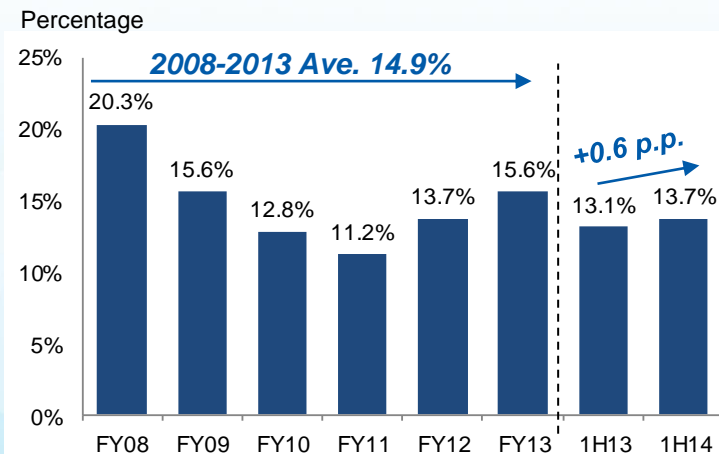
## Net Profit



## Gross Profit Margin



## Net Profit Margin



# Cash Flow Highlights

- Management continued to adopt a prudent cash flow management in a tighten monetary policy environment in 1H2014
- Cash collection was adequate at 82%
- Net operating cash flow was positive, with cash balance of RMB7.8 billion by period ended, up 36% from FY2013

(RMB mn)		1H2014 (Budget)	1H2014 (Actual)
Cash Inflow	Cash on hand as at 31 December 2013	5,691	5,691
	Contract sales receipts	5,000	3,956
	Amount obtained from JCEs & other working capital movement [net flow]	2,959	3,834
	Bank & other loan, inflow/(outflow)	2,568	1,241
	SGD Senior Notes due in 2017 at 6.5% coupon rate		986
Less:			
Cash Outflow	Land acquisition payment	4,247	3,251
	Construction costs payment	3,807	3,029
	Finance costs	461	298
	Selling and general administrative expenses	440	404
	Sales tax	285	233
	Income tax (LAT and CIT)	865	507
	Dividend	214	234
Cash on hand as at 30 June 2014		5,899	7,752
Net operating cash flow			366

# Balance Sheet Highlights

- ▲ Cash balance of RMB7.8 billion to cover 3.3 times short-term debt
- ▲ Total debt increased by 27.6%, due to the issuance of senior notes of S\$200 million to refinance maturing CB due in August
- ▲ Total short-term debt increased by 6.0%, due to normal aging of debt
- ▲ Net current assets increased by 42.0%
- ▲ Total shareholders' equity increase by 1.8% on higher net profit

(RMB mn)	1H2014	FY2013	Change
Cash	6,730	4,813	39.8%
Cash plus restricted deposit	7,752	5,691	36.2%
Total assets	37,542	31,517	19.1%
Total debt	10,445	8,183	27.6%
Short-term debt	2,384	2,248	6.0%
Net current assets	6,912	4,866	42.0%
Total capitalization	17,265	14,883	16.0%
Total shareholders' equity	6,820	6,700	1.8%

Source: Company data

# Key Financial Ratios

- Asset turnover was lower at 8.9%, because asset base grew faster than revenue growth with land acquisitions and substantial development of property projects
- Return on equity was stable but lower at 6.2% 1H2014 vs 6.7% in 1H2013
- Improved liquidity metrics with high cash balance to cover short-term debt by 3.25 times as compared to FY2013
- Maintain EBITDA/interest cover at 3.3 times
- Net debt to equity ratio (including restricted cash) was marginally higher at 39.5% in 1H2014 as compared to FY2013
- Total debt/total capitalization was higher at 60.5% in 1H2014, due to the SGD bond issuances in 1H2014

	1H2014 (Half Year)	1H2013 (Half Year)	FY2013 (Full Year)
Asset turnover	8.9%	11.8%	24.9%
Return on equity	6.2%	6.7%	17.6%
Return on assets	1.3%	1.5%	3.9%
Net debt to total equity ratio (with restricted cash)	39.5%	36.9%	37.2%
Net debt to total equity ratio (without restricted cash)	54.5%	49.5%	50.3%
Total debt/total capitalization	60.5%	57.9%	54.9%
Total liabilities/total assets	82%	78%	78.7%
Current ratio (times)	1.31x	1.45x	1.26x
Cash/short-term debt (with restricted cash)	325%	641%	253%
EBITDA/interest	3.3x	3.2x	4.0x

Source: Company data



# Financial Covenants – Compliant

- ▲ Key financial covenants were compliant
- ▲ S&P maintains CCRE's BB-/cnBB+/ stable outlook corporate rating, S&P maintains USD bond rating at BB-
- ▲ Moody's maintains CCRE's Ba3 / stable outlook corporate rating, with both USD & SGD bond rating at Ba3

Key Financial Indicators	Checklist
<b>Rating agencies indicators</b>	
EBITDA <sup>1</sup> / interest > 3.0x	✓
Total debt / total capitalization <sup>2</sup> < 55% on sustainable basis	Slightly above at 60%
Bond notching requirement – (Onshore debt + Secured debt) / Total asset < 15%	✓
<b>High yield bond</b>	
F.C.C.R > 3.0x	✓
<b>Convertible bond</b>	
Net debt <sup>3</sup> / total equity < 75%	✓

## Covenant Compliance Team

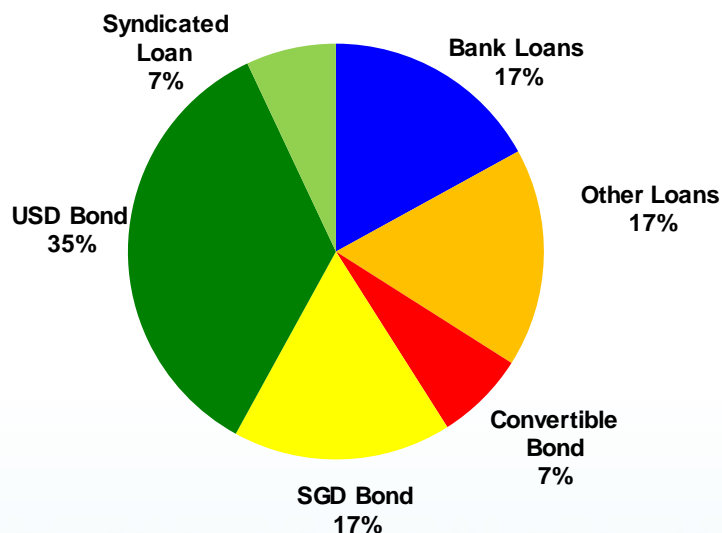
- The team is led by the CFO
- Engaged a special U.S. counsel as its compliance advisor to assist the Group with covenant compliance matters
- Monthly meeting and reporting to CEO

Source: Company annual reports and unaudited interim report

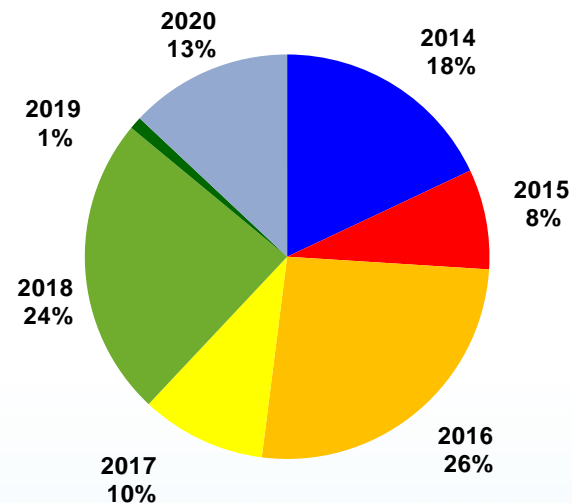
Note: <sup>1</sup> EBITDA is profit before tax less interest income and add back finance costs and depreciation and amortization; <sup>2</sup> Defined as total debt + total equity; <sup>3</sup> Net debt includes restricted cash

# Diversified Debt Profile

## Funding Source



## Debt Maturity



- ▲ Diversified and balanced funding sources with 34% onshore debt and 66% offshore debt
- ▲ A stagger debt maturity profile which is well distributed, with average debt maturity of 3.2 years
- ▲ Total debt amount was RMB10.4 billion with average funding cost remaining stable at 8.3% in 1H2014, vs 8.4% in 1H2013
- ▲ Undrawn banking facility of RMB6.81 billion as at 30 June 2014



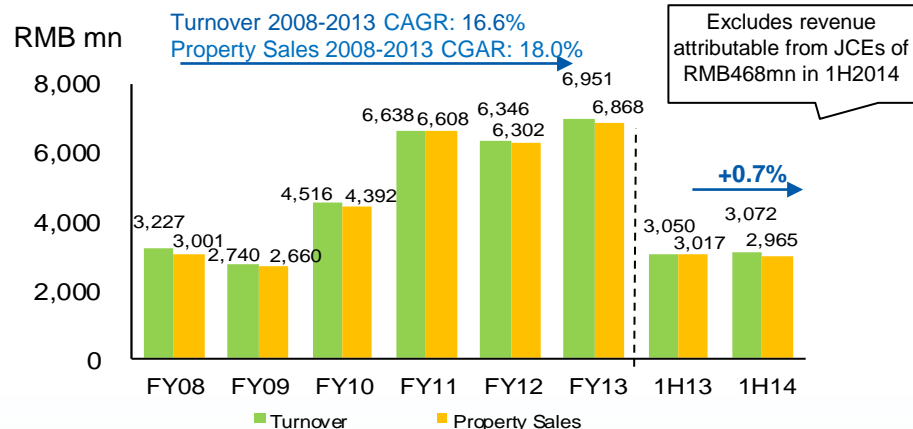
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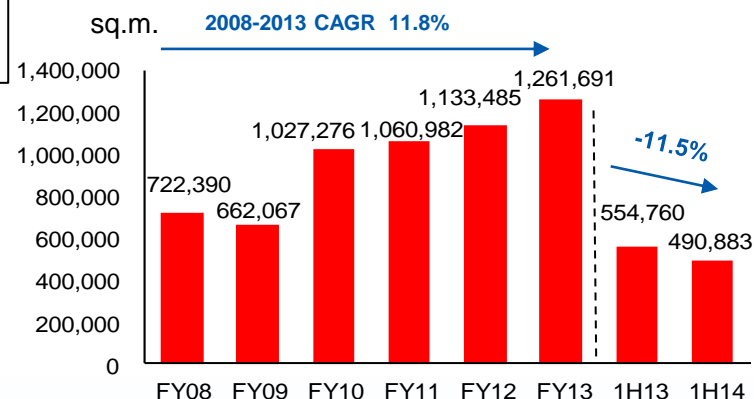
# Operating Results

- ▲ In 1H2014, turnover and property sales was stable with higher recognized ASP offsetting lower recognized GFA
- ▲ Recognized ASP for both residential and commercial properties achieved higher growth of 19% and 30% respectively

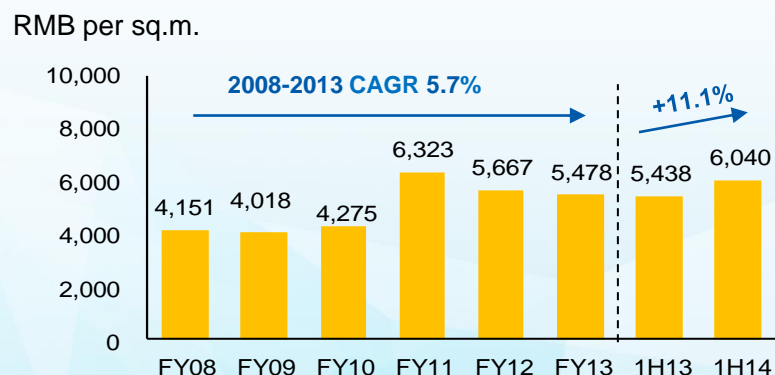
## Turnover and Property Sales



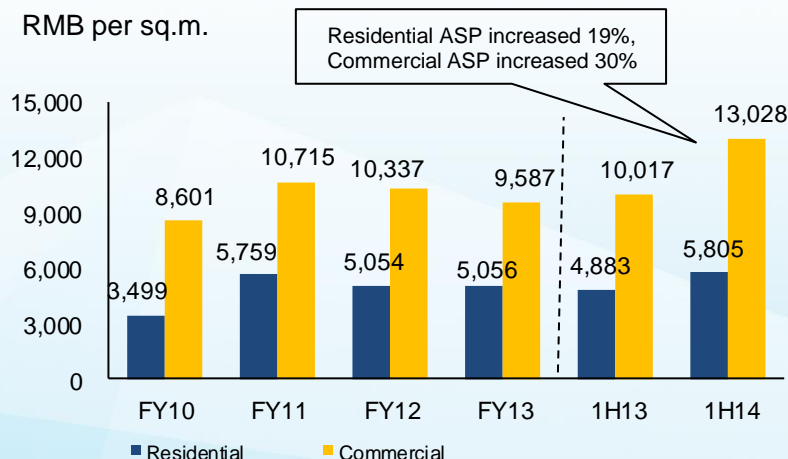
## Recognized GFA



## Recognized Average Selling Price



## Recognized ASP by Property Type



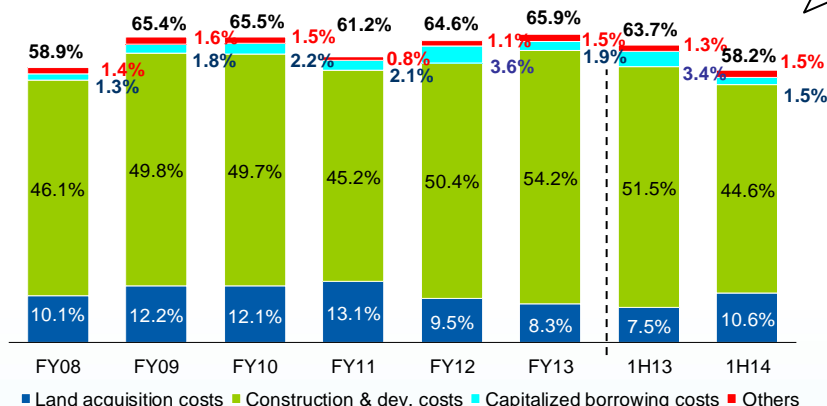


# Operating Results (cont'd)

## Cost of Sales (as % of turnover)

*Stable cost structure*

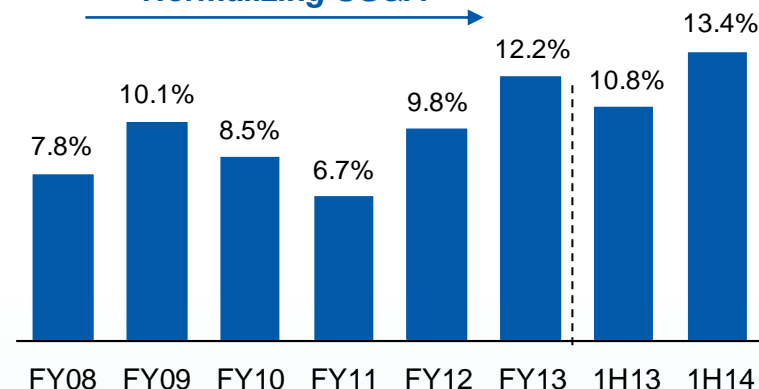
Achieve gross profit margin of 41.8% in 1H2014



- 1H2014 cost of sales as percentage of turnover declined by 5.5 p.p., due to increase in recognized selling price for both residential and commercial properties
- 1H2014 land acquisition costs as percentage of turnover has increased to 10.6%, reflective of the higher land cost associated with the higher proportion of recognized sales from Luoyang projects with higher land cost

## SG&A (as % of turnover)

*Normalizing SG&A*

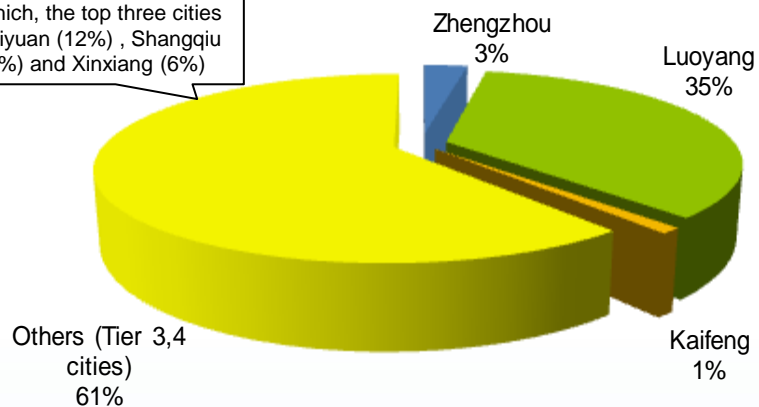


- 1H2014 SG&A as percentage of turnover was 2.6 p.p. higher, associated with our expanding business operations and increased in remuneration for sales and marketing staff
- Selling & marketing expenses as percentage of turnover increased by 1.8 p.p. due to increased advertising and promotional activities accompanied by the increase in new projects in 1H2014 and weaker sentiment in the first quarter of the year
- General and Administrative expenses increased by 0.8 p.p. because of the group expansion and the commencement of the new Le Meridien hotel operation in Zhengzhou

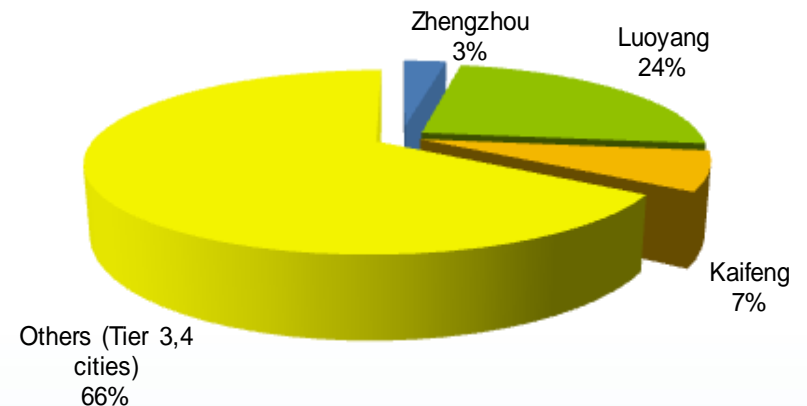
## Recognized Sales and GFA sold (Breakdown by Cities)

Greater recognized sales contribution from Luoyang, Jiyuan and Shangqiu supported ASP growth and recognized sales

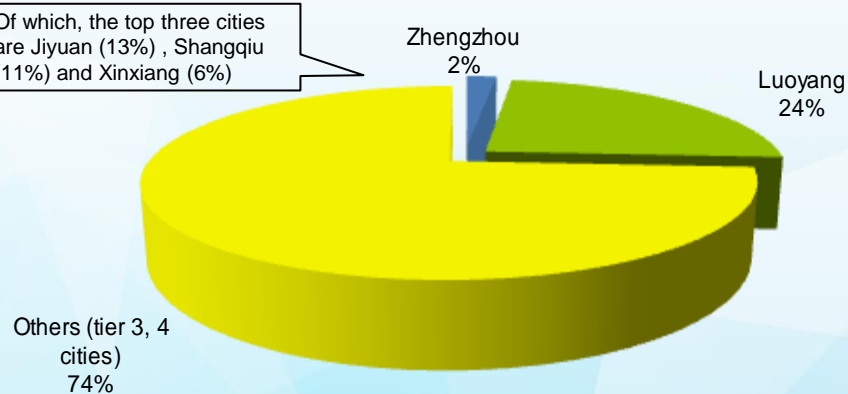
### Recognized Sales in 1H2014



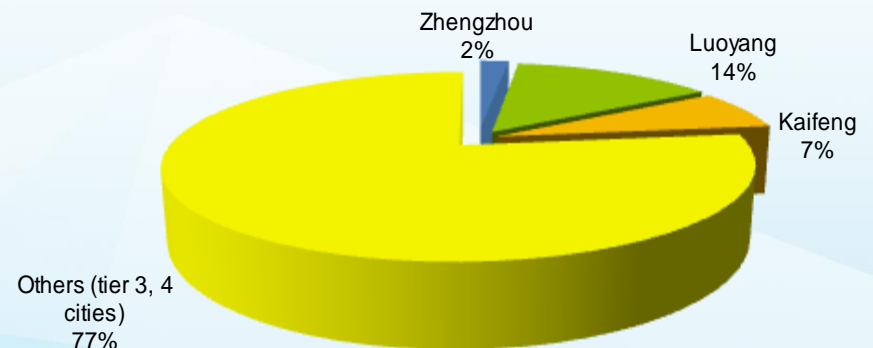
### Recognized Sales in 1H2013



### Recognized GFA in 1H2014



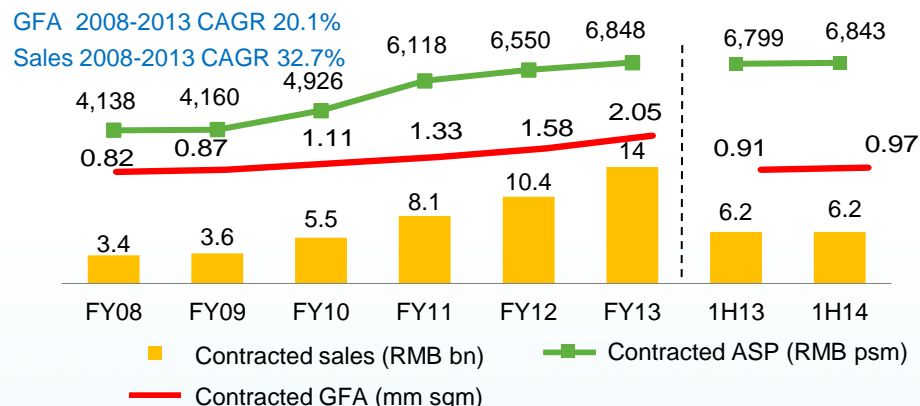
### Recognized GFA in 1H2013



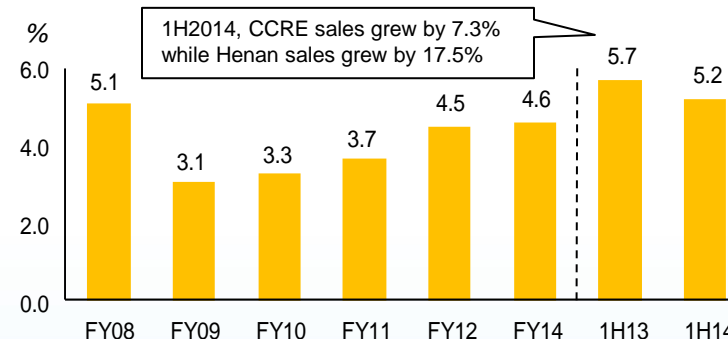
# Contracted Sales – Market Leader

- ▲ Market share in Henan increased to 5.2% in 1H2014 up from 4.6% in FY2013\*
- ▲ Contracted sales increased by 7.3% to RMB6.62 billion, achieving 38.5% of FY2014 target of RMB17.2 billion
- ▲ Sales growth was slower y-o-y due to a lower sell-through rate of approximately 39% in 1H2014 vs 54% in 1H2013
- ▲ Achieved higher contracted sales ASP of RMB6,843/sq.m., an increase of 0.7% y-o-y due to product mix
- ▲ Increased contracted sales volume by 6.6% y-o-y to 967,328sq.m.

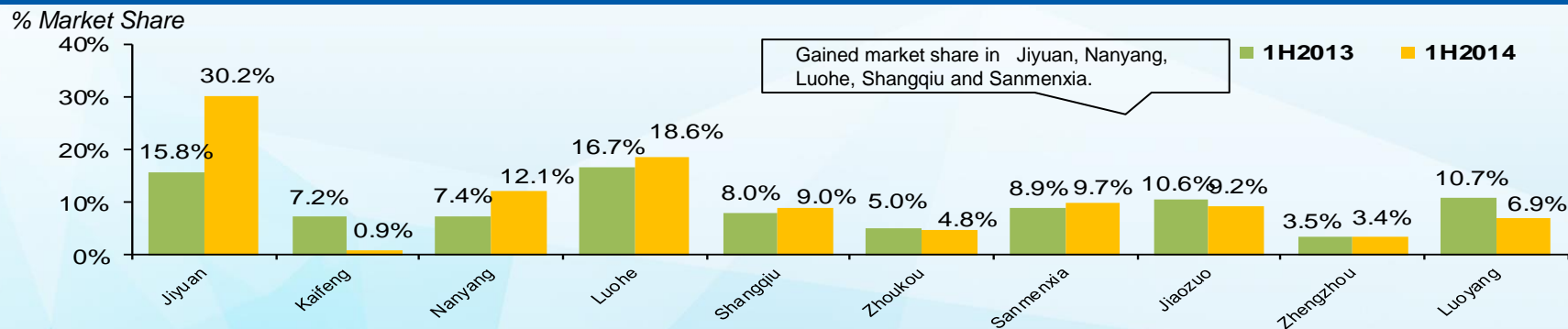
## Contracted Sales & GFA



## Market Shares in Henan Province



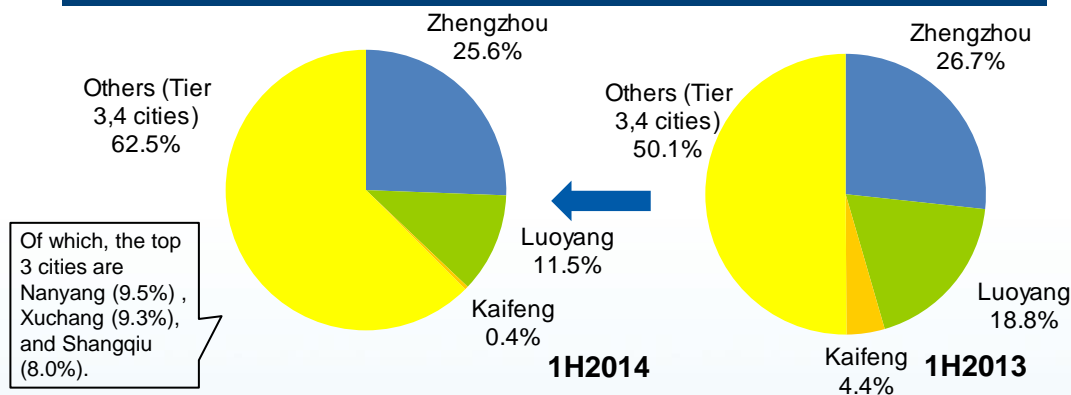
## 1H2014 Market Position in Selected Cities



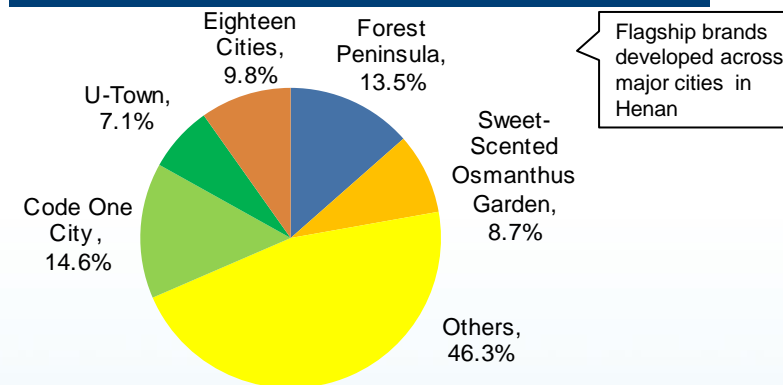
## Contracted Sales Drivers in 1H2014

- Contracted sales were diversified across 30 cities and 45 projects with various price range
- Sales contribution from cities other than Zhengzhou, Luoyang and Kaifeng, increased to 62.5% in 1H2014 vs 50.1% in 1H2013
- Greater sales contribution from projects with ASP between 6K to 11K at 39.3% up from 24% in 1H2013
- Higher proportion of sales from residential properties at 85% vs 78% in 1H2013
- 77% of contracted sales came from projects that have not been affected by HPR policy

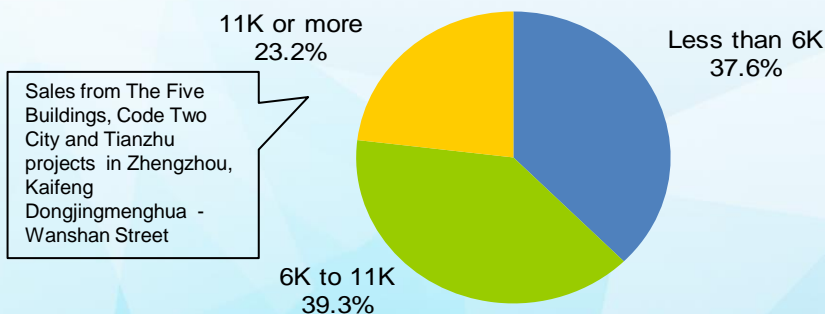
### Contracted Sales by Cities



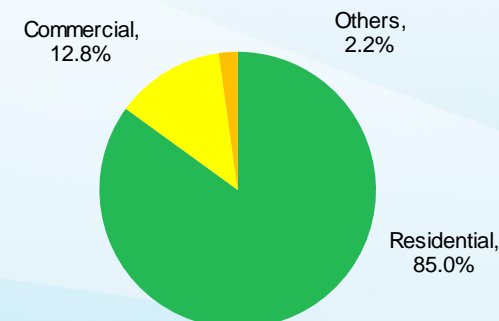
### Contracted Sales by Product Series



### Contracted Sales by ASP (RMB/sq.m.)



### Contracted Sales by Type

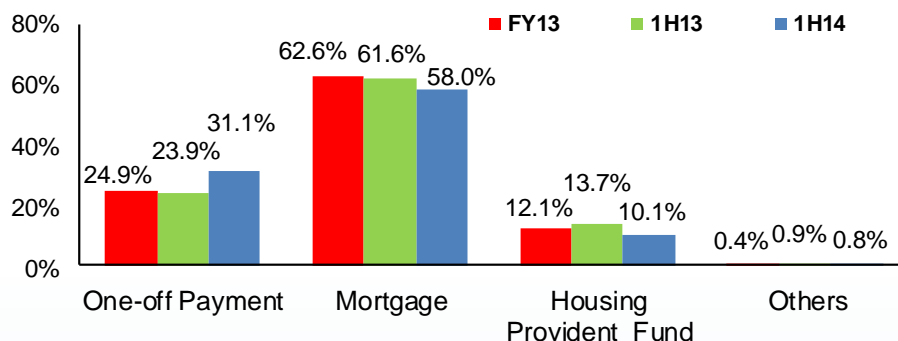




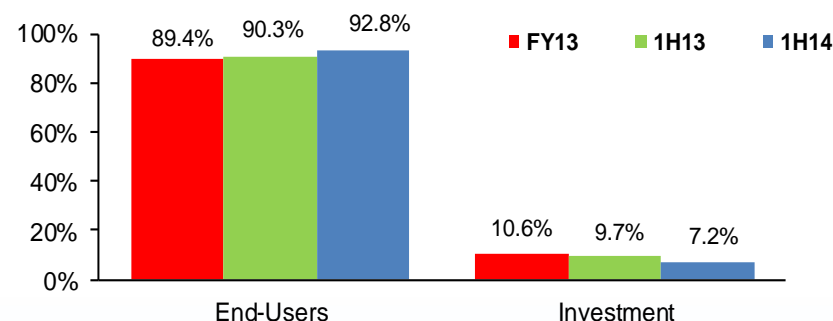
# Customer Distribution

- Customer base consists of 93% end-users and 97% were local buyers
- Mortgage payment buyers slightly lower at 58% and one-off cash payment buyers higher at 31%
- Policy environment continued to support first home buyers, with buyers usage of housing provident fund mortgages at 10%
- Affordable pricing for mid-high end products with 84% of property units sold under RMB1 million

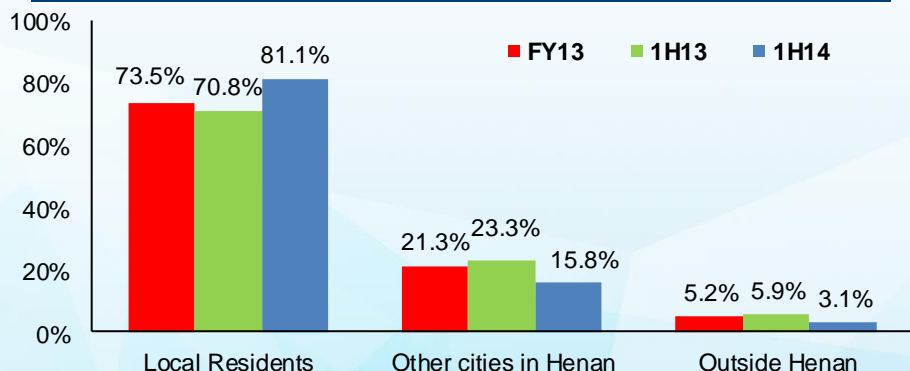
## Breakdown of Purchasers by Payment Method



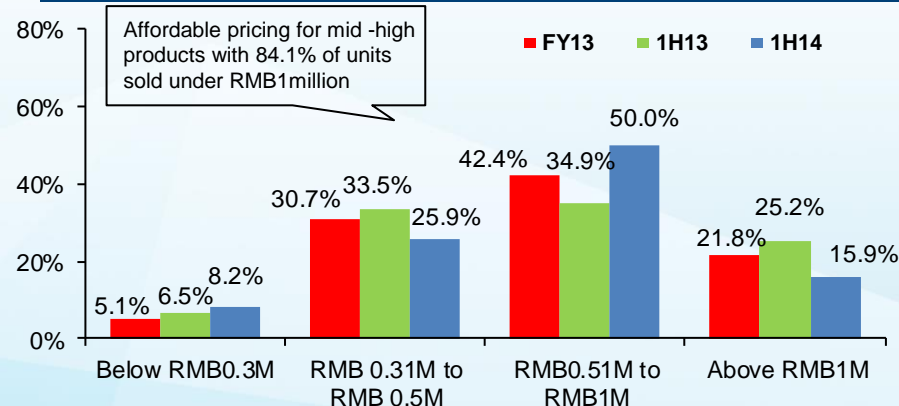
## Breakdown of Purchasers by Usage



## Breakdown of Purchasers by Region



## Breakdown of Purchasers by Selling Price



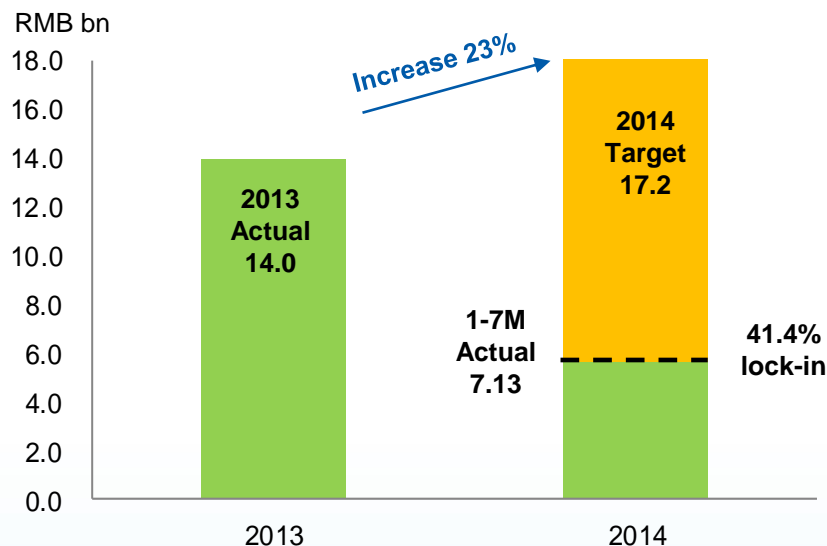


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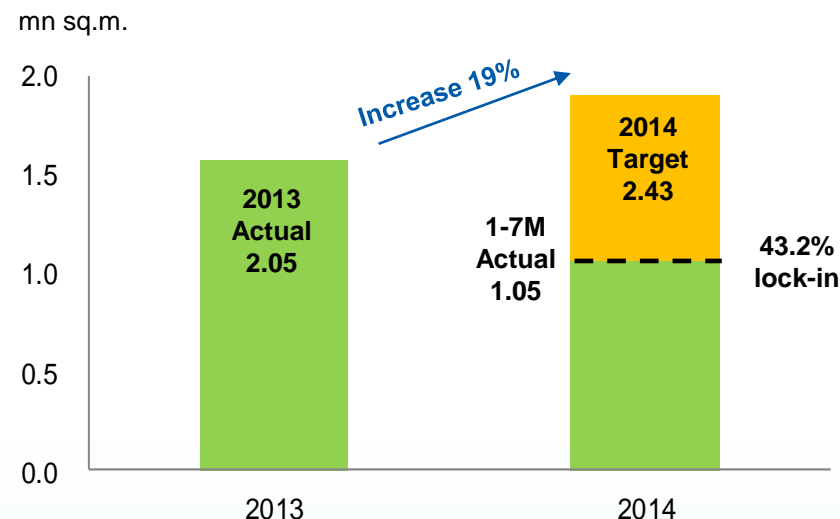
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# 2014 Contracted Sales Targets

## 2014 Contracted Sales Target



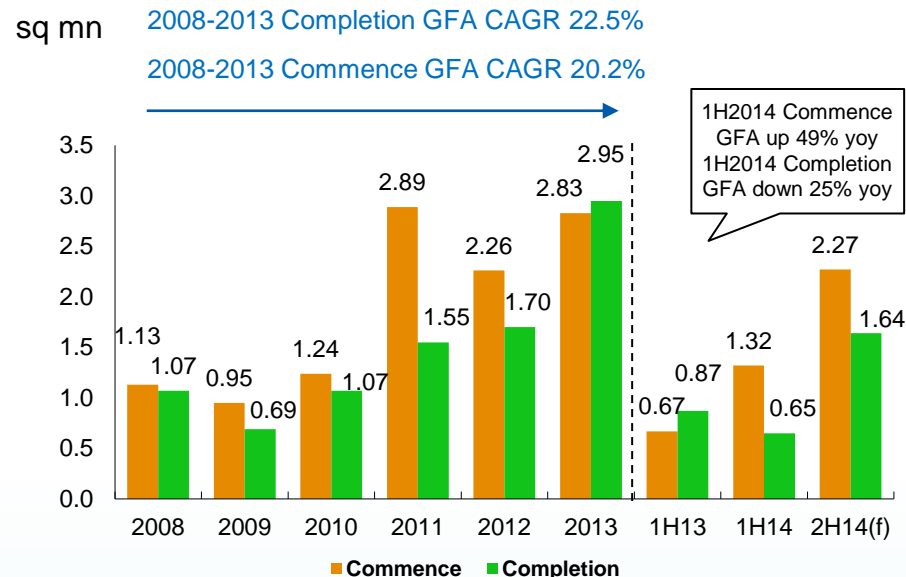
## 2014 Contracted Sales GFA Target



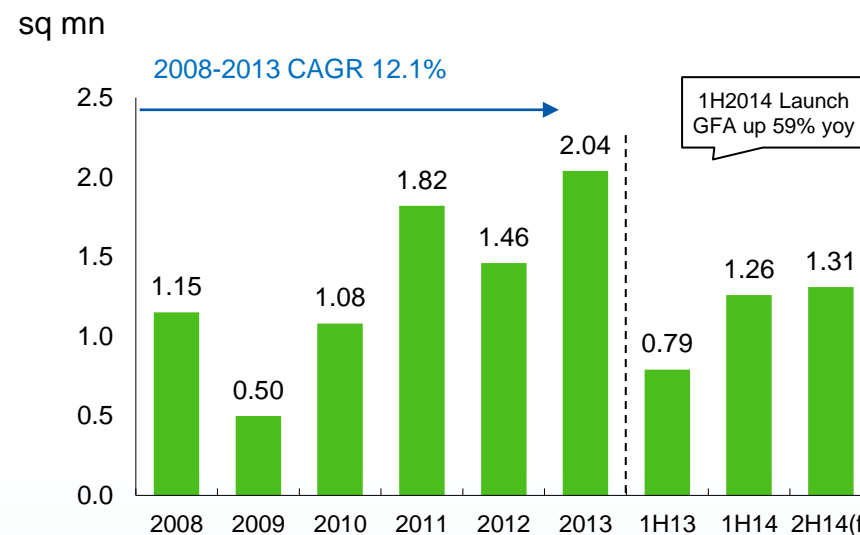
- ▲ Maintain FY2014 contracted sales target of RMB17.2 billion
- ▲ Achieved RMB7.13 billion or 41.4% of FY target as at 31 July 2014
- ▲ Require to achieve contracted sales of RMB10.58 billion in 2H2014 to meet FY year target sales of RMB17.2 billion
- ▲ Expect new saleable GFA launch this year to amount to 2.57 million sq.m. revised down from 2.69 million, on higher inventory
- ▲ In 1H2014 saleable inventory rose by 17% to RMB11.7 billion during the period on higher saleable GFA
- ▲ Estimate total saleable resources, including existing inventory & new launch, of approximately RMB20.5 billion in 2H2014
- ▲ To reach FY contracted sales target, would require a sell-through rate of approximately 52% in 2H2014

## 2H2014 Commencement and Launch GFA

### Commence & Completion GFA



### Launch GFA



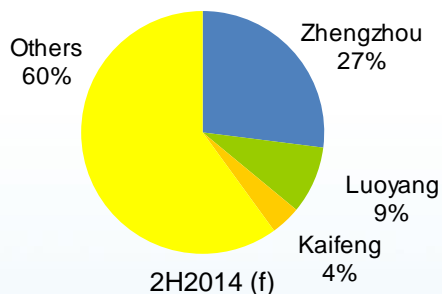
- ▲ The company expects the development plan will be adequate to support the contracted sales plan in 2H2014
- ▲ 1H2014 commence GFA was 1.32 million sq.m. up 49% y-o-y, revised FY commence GFA target to 3.59 million sq.m.
- ▲ Plan commence GFA construction of 20 projects with GFA of 2.27million sq.m. in 2H2014
- ▲ 1H2014 completion GFA was 0.65 million sq.m. down 25% y-o-y, revised FY completion GFA target to 2.29 million sq.m.
- ▲ Estimate to complete and deliver 26 projects with GFA of 1.64 million sq.m. in 2H2014
- ▲ 1H2014 GFA launched was 1.26 million sq.m. up 59% y-o-y, plan to launch 24 projects with GFA of 1.31 million sq.m.in 2H2014

## 2H2014 Sales Plan

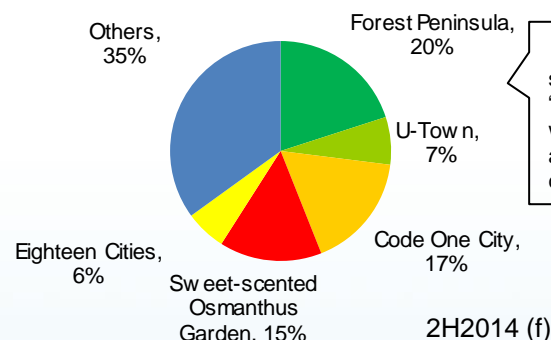
- Contracted sales will be diversified across 50 projects in 33 cities in Henan with various price range
- Expect contracted sales from Zhengzhou, Luoyang and Kaifeng to account for 40%
- Contribution from commercial property sales expects to increase, accounting for 20% in 2H2014 vs 12% in 1H2014
- 15 county-level cities projects will contribute 13% of contracted sales in 2H2014
- Affordable ASP expect 47% of contracted sales in 2H2014 to be less than RMB6,000/sq.m., and 70% under RMB8,000/sq.m.

### Contracted Sales by Cities

Of which, the top 3 cities are , Pingdingshan (7.2%), Puyang (6.9%) and Jiaozuo (5.7%).



### Contracted Sales by Product Series

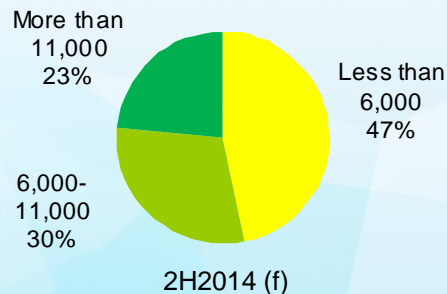


New product series like "Eighteen Cities" will be develop across major cities in Henan

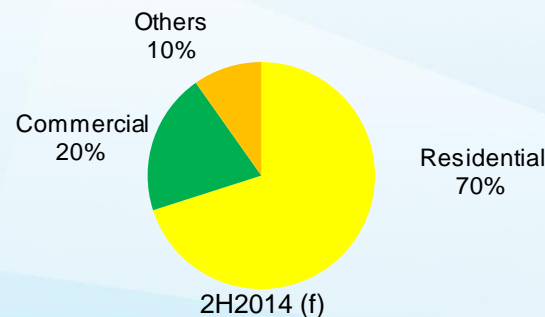
### Contracted Sales by Selling Price (RMB/sq.m.)

Differentiated pricing, range from RMB3,000-26,000/sq.m.

70% of contract sales target ASP be less than RMB8,000/sq.m.



### Contracted Sales by Type





## Major Project Launch in 2H2014

Item	City	Project	Estimated Launch Date	Estimated Contracted Sales (RMB million)	% of Targeted Contracted Sales RMB10.58bn in 2H2014
1	Zhengzhou	Tianzhu Phase I	Sep 2014	1,182	11.1%
2	Zhengzhou	Spring Time Phase I	Nov 2014	811	7.7%
3	Zhengzhou	Wisdom Port	Sep 2014	351	3.3%
4	Kaifeng	Dongjingmenghua – Banmuyuan - Dongyuan	Aug 2014	292	2.7%
5	Pingdingshan	Eighteen Cities	Aug 2014	283	2.7%
<b>Total</b>				<b>2,919</b>	<b>27.5%</b>

- ▲ The new launches will be diversified across 24 projects in 20 cities in Henan with an estimated ASP of RMB7,696/sq.m.
- ▲ Total new launch saleable resource of RMB8.75 billion in 2H2014, with 51% & 49% of new launch in Q3 & Q4 respectively
- ▲ The top 5 major projects to be launched in 2H2014 will account for 27.5% of 2H contracted sales target of RMB10.58 billion
- ▲ New projects will be launched in major cities includes Zhengzhou (23.7%), Zhoukou (3.5%), Nanyang (3.4%), Pingdingshan (3.4%), Puyang (3.0%), Kaifeng (2.8%), Luoyang (1.1%) and 7 county-level cities (9.5%), (proportion of 2H2014 targeted contracted sales)

# Cash Flow Forecast for 2014

- ▲ Maintain a prudent approach to cash flow management
- ▲ Higher cash on hand as at 30 June 2014 at RMB7.75 billion, provides adequate liquidity

(RMB mn)		1H2014 (Actual)	FY2014 (Budget)
Cash Inflow	Cash on hand as at 31 December 2013	5,691	5,691
	Contract sales receipts	3,956	15,123
	Amount obtained from JCEs & other working capital movement [net flow]	3,834	2,944
	Bank & other loan, inflow/(outflow)	1,241	2,000
	SGD senior notes due 2017 at 6.5% coupon rate	986	
Less:			
Cash Outflow	Land acquisition payment	3,251	6,000
	Construction costs payment	3,029	7,400
	Redemption of Convertible Bonds in August	-	641
	Finance costs	298	904
	Selling and general administrative expenses	404	1,056
	Sales tax	233	811
	Income tax (LAT and CIT)	507	1,740
	Dividend	234	360
Cash on hand as at 30 June 2014		7,752	6,846

## Hotel Development - Update

- ▲ Total revenue for the hotel operation in 1H2014 was RMB54 million up 149.5% y-o-y from RMB22 million in 1H2013
- ▲ Room revenue grew by 186% y-o-y to RMB28 million, and Food & Beverages revenue up by 95% y-o-y to RMB22 million
- ▲ Average hotel occupancy rate in 1H2014 increased to 30% from 24% in FY2013, improved by 25% over the first six months of the year with the new opening of the Le Méridien hotel in Zhengzhou
- ▲ 1H 2014 net operating loss from hotel operation was at RMB17 million
- ▲ Total CAPEX for hotel development in 1H2014 was RMB235 million, down 19% y-o-y
- ▲ In 2H2014 projected revenue and CAPEX are RMB63 million and RMB587 million respectively
- ▲ The increase in projected CAPEX in 2H2014 is a result of the construction of the new Pullman Resort & Spa hotel in Kaifeng
- ▲ Our hotel development is a strategic and value-added proposition to our mixed-use property development projects

Hotel	No. of Guestrooms	Total Area (sq.m.)	Expected Opening Time
Aloft Zhengzhou Shangjie	172	19,456	Opened
Holiday Inn Nanyang	360	51,200	Opened
Four Points by Sheraton Luohe	244	40,400	Opened
Le Méridien Zhengzhou	350	67,966	Opened
Pullman Resort & Spa Kaifeng	206	41,100	Apr 2015
<b>Total</b>	<b>1,332</b>	<b>220,122</b>	

Source: Company data



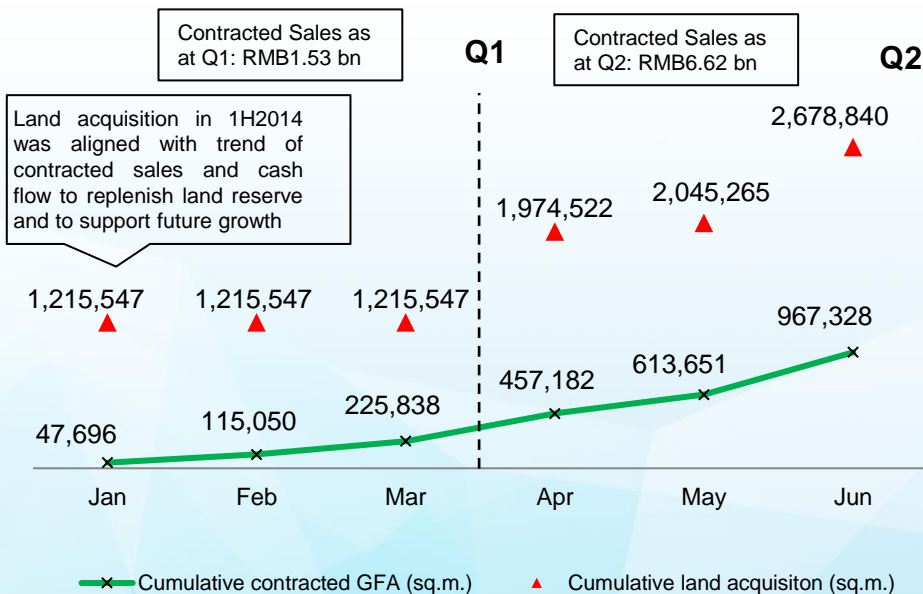
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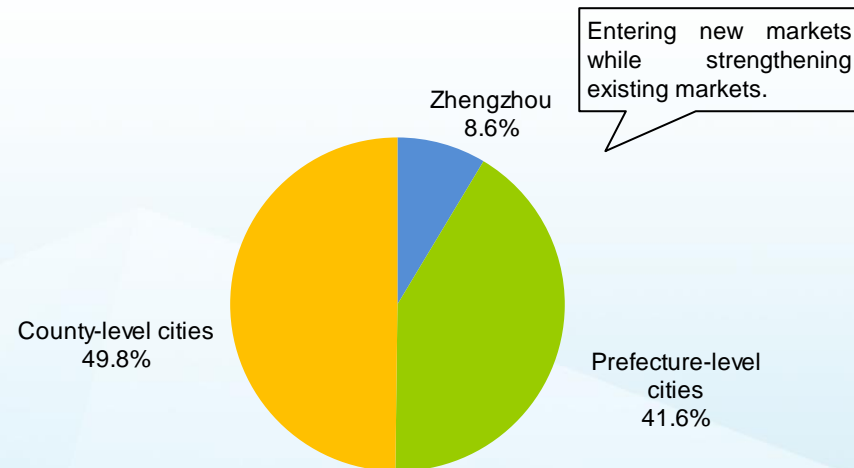
# Land Acquisition Strategy in 2014

- Acquired 2.68 million sq.m. of new land bank at a low average cost of RMB 702/sq.m. during 1H2014 for total land payment of RMB1.8 billion, representing 27% of total contracted sales in 1H2014
- Consistent with the Group's regionalization strategy, 49.8% of the newly-acquired land plots were located in county-level cities, while 41.6% were in prefecture-level cities and 8.6% in Zhengzhou (in terms of GFA)
- Restocking land reserve in Zhengzhou, Jiazu, Shangqiu, Zhumadian, Kaifeng, Xinxiang and Luohe, aligning with our development strategy to extend “vertical depth” – exploring existing markets and expanding market shares
- Continue to adopt prudent and disciplined land acquisition strategy, based on land value, contracted sales, and cash flow

**Land Acquisition and Contracted Sales in 1H2014  
(by GFA)**



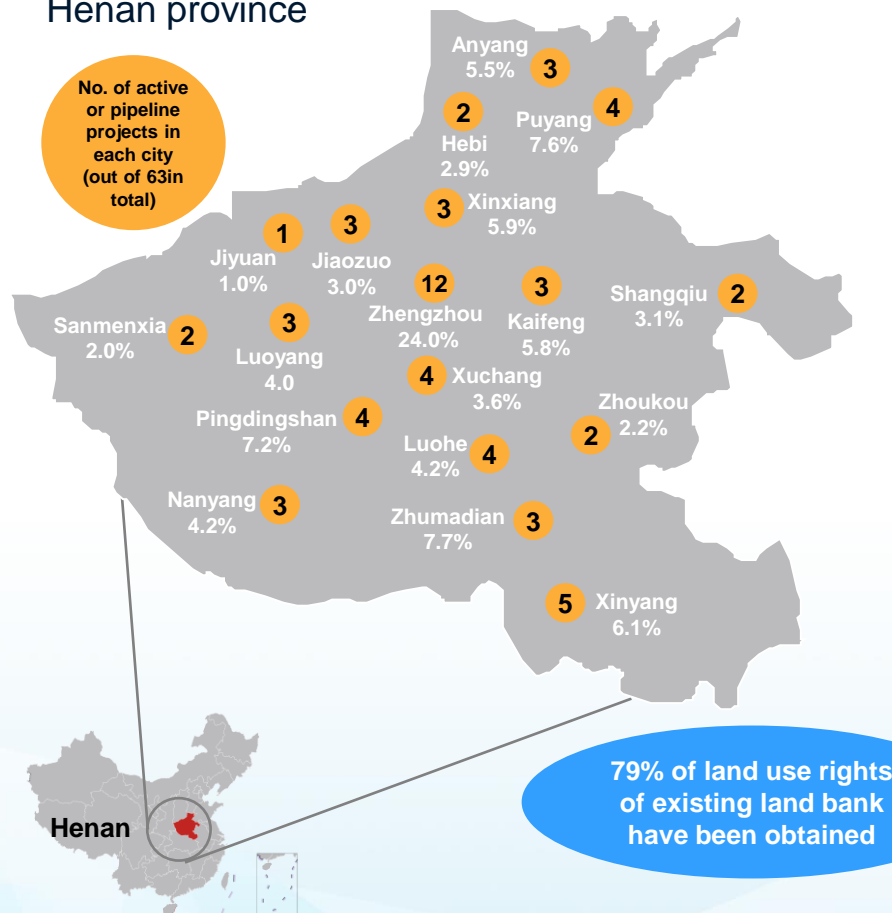
**Land Acquisition by cities in 1H2014  
(by GFA)**



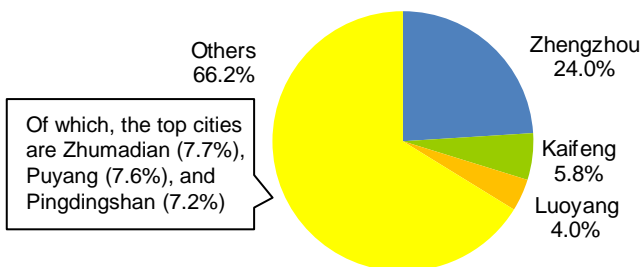


# Land Reserves in Strategic Locations

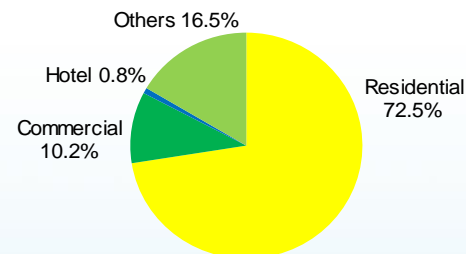
- Land bank is strategically located in city centres across 18 prefecture cities and 21 county-level cities in Henan province



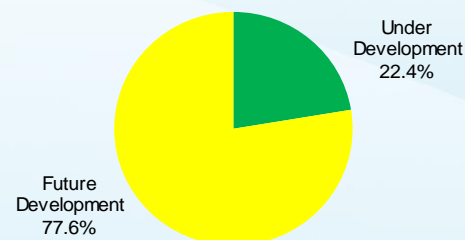
## Land reserves by cities



## Land reserves by product type



## Land reserves by development stage



- Total GFA of land bank for new development as at 30 June 2014: 19.6 million sq.m. (attributable GFA: 16.7million sq.m.)
- Average land cost (GFA): RMB654 per sq.m.
- Land bank sufficient for development for the next 4 - 5 years



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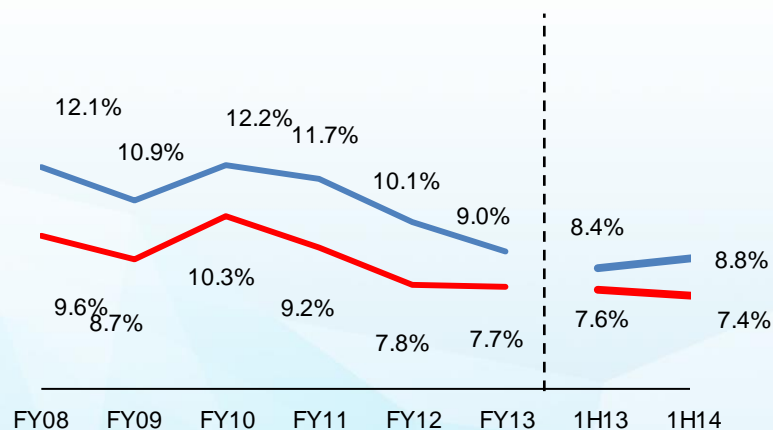
# Market Review

- ▲ For the first six months of 2014, Henan recorded GDP of RMB1.58 trillion, representing year-on-year growth of 8.8%, which was 1.4 percentage points higher than the national growth rate of 7.4%
- ▲ Henan has been enjoying economic growth with the full implementation of the three national strategies relating to the development of central China economic zone, Zhengzhou Aviation Port Zone and core food production zone
- ▲ The advancement of urbanization in Henan, supported by solid end user-driven demand, resulted in Henan's transaction volume GFA sold growing by 15.5% y-o-y to 28.3 million sq.m. in 1H2014 against the national average decline of 5.9% y-o-y
- ▲ GFA sold in Zhengzhou was higher at 6.3million sq.m. up 1.9% y-o-y in 1H2014
- ▲ A rising property market in lower-tier cities outside of Zhengzhou, Luoyang and Kaifeng, accounting for 64.9% of Henan's property transaction volume at 18.3 million sq.m. in 1H2014 with a y-o-y growth of 23.6%

## Above Average Real GDP Growth

**PRC GDP 2008-2013**  
Ave 8.9%

**Henan GDP 2008-2013**  
Ave 11%



## GFA Sold

**Henan 2008-2013**  
19.5% CAGR

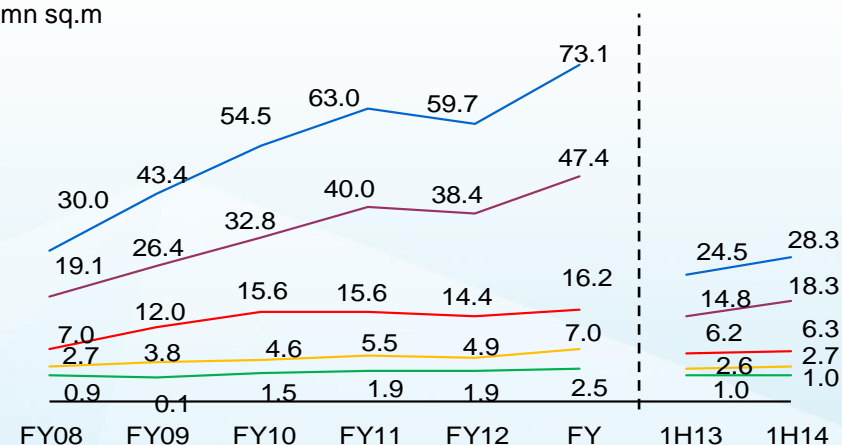
**ZZ 2008-2013**  
18.3% CAGR

**LY 2008-2013**  
21.0% CAGR

**KF 2008-2013**  
22.7% CAGR

**Others 2008-2013**  
19.9% CAGR

mn sq.m

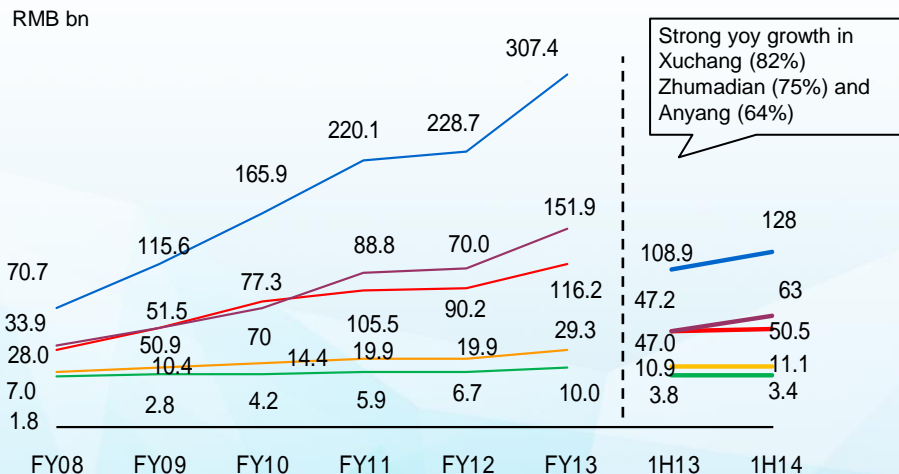


## Market Review (cont'd)

- ▲ In 1H2014, Henan property market outperformed the national average level against ongoing government regulatory measures. Total contracted sales in Henan grew to RMB128 billion, a 17.5% y-o-y growth versus the national average decline of 6.7% y-o-y
- ▲ Zhengzhou's contracted sales was robust with an increase of 7.0% y-o-y to RMB50.5 billion, representing 39.5% of the Henan market. Strong sales growth was experienced in Xuchang, Zhumadian and Anyang property market
- ▲ Henan's ASP increased by 1.8% to RMB4,525/sq.m., with Zhengzhou (+5.1%), Luoyang (-4.2%), Kaifeng (-8.9%) and lower tier cities like Jiyuan (19.1%), Xuchang (17.4%) and Xinxiang (13.5%) experienced strong ASP growth from a lower base
- ▲ Rising transaction value in the lower tier cities (outside major cities of Zhengzhou, Luoyang & Kaifeng), accounted for 49.2% of Henan's total contracted sales at RMB63 billion in 1H2014. This rising trend also resulted in an average 8.2% ASP growth in the market outside the three major cities in 1H2014

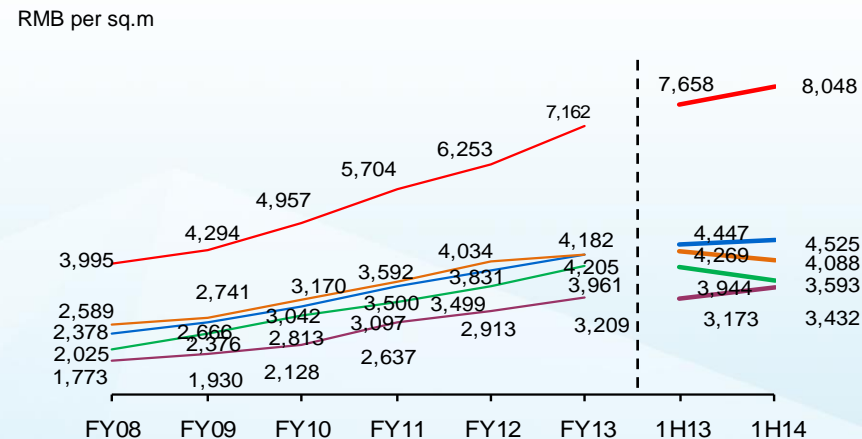
### Contracted Sales

Henan 2008-2013 34.2% CAGR ZZ 2008-2013 32.9% CAGR KF 2008-13 40.9% CAGR LY 2008-13 33.2% CAGR Others 2008-2013 35.0% CAGR



### ASP

Henan 2008-2013 12.1% CAGR ZZ 2008-2013 12.4% CAGR KF 2008-2013 14.4% CAGR LY 2008-2013 10.1% CAGR Others 2008-2013 12.6% CAGR



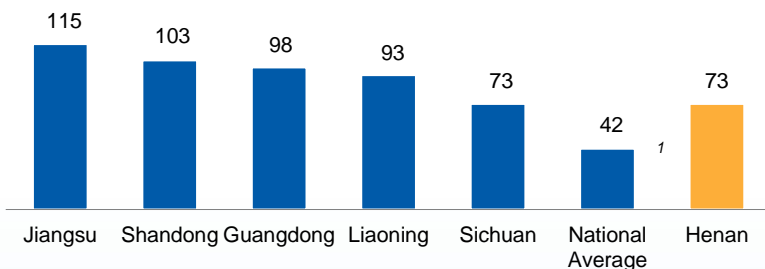
# A Market with Strong Growth Potential

- ▲ Henan province has favourable fundamentals with promising growth prospect for the Henan property market
- ▲ Large population of 106 million, rising disposable income per capita at RMB22,398, rising urbanization rate at 43.8%
- ▲ Ranked 5<sup>th</sup> largest economy in China and the 6<sup>th</sup> largest property market in China on transaction volume GFA
- ▲ End-user market with high affordability, housing price at 6.3 times household disposable income versus national average of 7.7 times

## Contracted Sales GFA – Sizeable Market

(mn sqm)

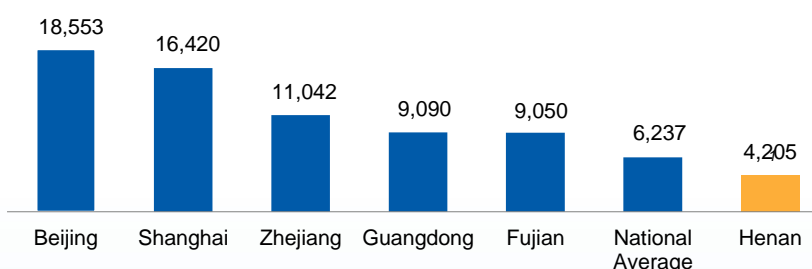
**National ranking: No. 6**



## ASP<sup>3</sup> – Significant Room for Growth (RMB psm)

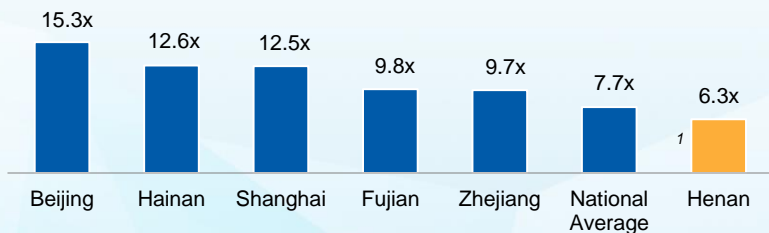
(RMB psm)

**National ranking: No. 28**



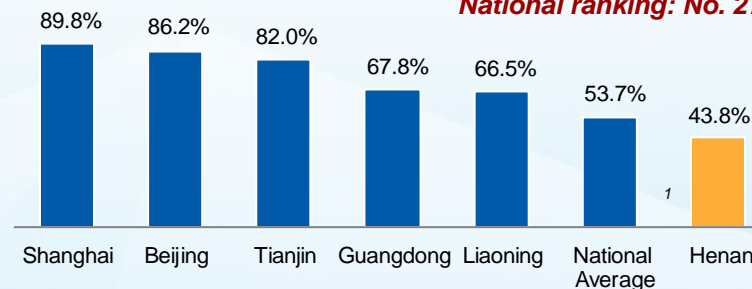
## Affordability Ratio<sup>2</sup> – Highly Affordable Properties

**National ranking: No. 4**



## Urbanization Rate – Strong Underlying Potential

**National ranking: No. 27**



Source: China Statistical Yearbook 2013; Figures are of 2013

Note: <sup>1</sup> National average based on average of provinces in China; <sup>2</sup> Affordability ratio = average price of a 100 sqm apartment / average annual household disposal income, assuming an average household size of 3; calculations are based on information as at 31 December 2013; lower number indicates better affordability; <sup>3</sup> Based on commodity properties; 2013 Henan household disposal income was RMB22,398



# Market Outlook

## The macro-economic environment

- ▲ In the first half of 2014, the prospects of the global economic recovery improved, while still subject to many uncertainties. Confronted with complicated economic conditions at home and abroad, the PRC government facilitated ongoing and healthy economic growth through intensified reforms on all fronts, broader opening-up policy and innovation
- ▲ As the Chinese economy is undergoing three phases of change all at once; the phase of GDP growth moderation, the phase of inflicting structural corrections and the phase of previous stimulus policies taking effect, the Company expects the Chinese economy to remain stable in 2H2014
- ▲ For the first half of 2014, Henan sustained stable economic growth as it endeavored to create a core growth hub in the central China economic zone with the development of the Zhengzhou Aviation Port Zone. With Henan's competitive edge in terms of geographic location, transportation and population resources and urbanization growth, the Company expects Henan's economic growth will continue to be higher than the national average in 2014

## The property market

- ▲ For the first half of 2014, the government's policy of building a long-term, market-oriented mechanism to regulate the property market with differentiated measures for different regions and property types should be conducive to a stable and healthy development of the property market into 2H2014
- ▲ Under the government policy of "two-way" control, the Company expects end-user demand will be further encouraged and may provide relieved for cities that are subject to risk of high inventory level of residential units
- ▲ As the principal market for the Company's business development, the Henan property market outperformed the national average level in 1H2014, as driven by accelerated development of the central China economic zone and urbanization in the region. The Company expects the property market in Henan to continue to enjoy the stable development into the 2H2014



建業地產股份有限公司  
Central China Real Estate Limited

Q&A

Thank you!









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## Appendix

	<b>Summary of Project Launch in 2014</b>	<b>40</b>
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# Project Launch in 1H2014

## Project Launched in 1H2014

City	Project	Launch Date	Contracted Sales (RMB mn)	% of 2014 Contracted Sales Target (RMB 17.2 bn)
Zhengzhou	Tianzhu Phase I	2014/5/19	504	2.9%
	Zhengxi U-Town Phase I	2014/4/23	187	1.1%
<b>Subtotal</b>			<b>691</b>	<b>4.0%</b>
Jiaozuo	Forest Peninsula Phase V	2014/3/27	81	0.5%
<b>Subtotal</b>			<b>81</b>	<b>0.5%</b>
Jiyuan	U-Town Phase I	2014/2/26	154	0.9%
<b>Subtotal</b>			<b>154</b>	<b>0.9%</b>
Luohe	Code One City Phase IV	2014/6/19	37	0.2%
	Linying Sweet-Scented Osmanthus Garden Phase I	2014/6/5	2	0.0%
<b>Subtotal</b>			<b>39</b>	<b>0.2%</b>
Nanyang	Triumph Plaza Phase I	2014/4/18	501	2.9%
	Forest Peninsula Phase III, IV, Commercial	2014/6/27	49	0.3%
<b>Subtotal</b>			<b>550</b>	<b>3.2%</b>
Pingdingshan	Baofeng Forest Peninsula Phase II	2014/5/23	10	0.1%
	Wugang Forest Peninsula Phase II	2014/3/14	4	0.0%
<b>Subtotal</b>			<b>14</b>	<b>0.1%</b>
Puyang	Sweet-Scented Osmanthus Garden Phase II	2014/6/13	9	0.1%
<b>Subtotal</b>			<b>9</b>	<b>0.1%</b>
Sanmenxia	Code One City Phase III	2014/5/21	76	0.4%
<b>Subtotal</b>			<b>76</b>	<b>0.4%</b>



# Project Launch in 1H2014

## Project Launched in 1H2014

City	Project	Launch Date	Contracted Sales (RMB mn)	% of 2014 Contracted Sales Target (RMB 17.2 bn)
Shangqiu	Eighteen Cities Phase I	2014/3/13	146	0.8%
	Eighteen Cities Phase II	2014/6/23	271	1.6%
<b>Subtotal</b>			<b>417</b>	<b>2.4%</b>
Xinxiang	Code One City Phase II Batch I	2014/5/15	19	0.1%
	Changyuan Forest Peninsula Phase I	2014/4/16	59	0.4%
<b>Subtotal</b>			<b>78</b>	<b>0.5%</b>
Xinyang	Code One City Phase I	22/06/2013	230	1.3%
<b>Subtotal</b>			<b>230</b>	<b>1.3%</b>
Xuchang	Yanling Eco-City Phase I	2014/4/24	297	1.7%
	Changge Sweet-Scented Osmanthus Garden Phase I	2014/6/19	100	0.6%
	Forest Peninsula Phase 27# building	2014/4/17	40	0.2%
<b>Subtotal</b>			<b>437</b>	<b>2.5%</b>
Zhoukou	Forest Peninsula Phase V	2014/3/28	7	0.0%
	Sweet-Scented Osmanthus Garden Commercial	2014/2/17	15	0.1%
<b>Subtotal</b>			<b>22</b>	<b>0.1%</b>
Zhumadian	Eighteen Cities Phase I Batch II	2014/3/7	76	0.4%
	Suiping Forest Peninsula Phase II	2014/5/6	12	0.1%
	Xiping Forest Peninsula Phase I	2014/3/17	95	0.6%
<b>Subtotal</b>			<b>183</b>	<b>1.1%</b>
<b>Total</b>			<b><u>2,981</u></b>	<b><u>17.3%</u></b>

# Project Launch in 2H2014

## Project to be Launched in 2H2014

City	Project	Launch Date	Estimated Contracted Sales (RMB mn)	% of 2014 Contracted Sales Target (RMB 17.2 bn)
Zhengzhou	Tianzhu Phase I	2014/9/28	1,182	6.9%
	Zhengxi U-Town Phase II	2014/10/26	168	1.0%
	Spring Time Phase I	2014/11/30	811	4.7%
	Wisdom Port	2014/9/28	351	2.0%
<b>Subtotal</b>			<b>2,512</b>	<b>14.6%</b>
Kaifeng	Dongjingmenghua – Banmuyuan - Dongyuan	2014/8/23	292	1.7%
<b>Subtotal</b>			<b>292</b>	<b>1.7%</b>
Luoyang	Sweet-Scented Osmanthus Garden Phase II	2014/11/30	114	0.7%
<b>Subtotal</b>			<b>114</b>	<b>0.7%</b>
Pingdingshan	Eighteen Cities Phase I	2014/8/29	283	1.6%
	Baofeng Forest Peninsula Phase II	2014/8/29	79	0.5%
<b>Subtotal</b>			<b>362</b>	<b>2.1%</b>
Hebi	Sweet-Scented Osmanthus Garden Phase I	2014/9/20	233	1.4%
<b>Subtotal</b>			<b>233</b>	<b>1.4%</b>
Shangqiu	Eighteen Cities Phase II	2014/9/30	38	0.2%
<b>Subtotal</b>			<b>38</b>	<b>0.2%</b>
Xinyang	Pipashan Forest Peninsula Phase I	2014/10/20	120	0.7%
<b>Subtotal</b>			<b>120</b>	<b>0.7%</b>
Jiyuan	U-Town Phase I	2014/11/10	219	1.3%
<b>Subtotal</b>			<b>219</b>	<b>1.3%</b>

# Project Launch in 2H2014

## Project to be Launched in 2H2014

City	Project	Launch Date	Estimated Contracted Sales (RMB mn)	% of 2014 Contracted Sales Target (RMB 17.2 bn)
Luohe	Code One City Phase IV	2014/9/20	135	0.8%
	Linying Sweet-Scented Osmanthus Garden Phase I	2014/7/30	75	0.4%
<b>Subtotal</b>			<b>210</b>	<b>1.2%</b>
Sanmenxia	Lingbao Forest Peninsula Phase I	2014/10/30	54	0.3%
<b>Subtotal</b>			<b>54</b>	<b>0.3%</b>
Zhoukou	Forest Peninsula Phase V	2014/10/25	276	1.6%
	Huiyang Sweet-Scented Osmanthus Garden Phase III	2014/12/15	100	0.6%
<b>Subtotal</b>			<b>376</b>	<b>2.2%</b>
Nanyang	Forest Peninsula Phase V	2014/12/5	201	1.2%
	Triumph Plaza Phase I	2014/9/6	162	0.9%
<b>Subtotal</b>			<b>363</b>	<b>2.1%</b>
Puyang	Puyang Jianye City Phase VII Batch II	2014/9/20	53	0.3%
	Code One City Phase III	2014/10/28	155	0.9%
	Sweet-Scented Osmanthus Garden Phase II	2014/9/1	113	0.7%
<b>Subtotal</b>			<b>321</b>	<b>1.9%</b>
Zhumadian	Eighteen Cities Phase III	2014/11/7	169	1.0%
	Xiping Forest Peninsula Phase I	2014/10/28	24	0.1%
<b>Subtotal</b>			<b>193</b>	<b>1.1%</b>
<b>Total</b>			<b><u>5,407</u></b>	<b><u>31.5%</u></b>



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# Summary of Land Bank

City	Project	Total Construction GFA (sqm)	% of Ownership	Expected Commencement	Expected Completion
Zhengzhou	Jianye Square North	44,484	100%	TBC	TBC
	Shangjie Forest Peninsula Phase IV	68,274	100%	2012/10/31	2015/11/28
	Tianzhu Phase I	251,108	60%	2013/11/15	2015/9/20
	Tianzhu Phase II	197,548	60%	TBC	TBC
	St. Andrews Project	850,000	60%	TBC	TBC
	Spring Time Phase I	223,200	90%	2014/10/30	2016/12/30
	Zhongmou Government (2012) No. 5 Land Plot	263,800	100%	2015/6/30	2017/12/30
	Zhengxi U-Town Phase I	50,716	100%	2013/7/10	2014/12/3
	Zhengxi U-Town Phase II	100,300	100%	2014/5/23	2015/5/26
	Zhengxi U-Town (Pending for future development)	748,495	100%	2015/9/30	2018/4/27
	Wisdom Port	48,316	60%	2014/9/30	2016/2/28
	Tihome Jianye International City	940,110	51%	2013/7/1	2016/9/30
	Triumph Plaza Phase I	272,600	100%	2015/2/15	2017/30/30
	Suoxu River Garden	249,058	70%	2014/11/10	2016/4/30



## Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Expected Commencement	Expected Completion
Zhengzhou	Gongyi Code One City Phase I	120,200	100%	2015/1/21	2017/9/10
	Gongyi Code One City Phase II	103,600	100%	2015/9/30	2018/8/30
	Gongyi Code One City Phase III	101,200	100%	TBC	TBC
	Beverly Manor	81,590	100%	2015/6/30	2017/12/31
<b>Subtotal</b>		<b>4,714,598</b>			
Luoyang	Golf Garden Phase V	71,457	100%	2013/3/20	2015/5/13
	Sweet-Scented Osmanthus Garden Phase I	88,355	100%	2013/7/8	2014/12/31
	Sweet-Scented Osmanthus Garden Phase II	139,828	100%	2014/5/9	2016/9/30
	Sweet-Scented Osmanthus Garden (Pending for future development)	306,692	100%	2015/10/27	2019/4/30
	Yanshi Forest Peninsula Phase I	71,000	100%	2014/3/17	2017/4/30
	Yanshi Forest Peninsula Phase II	108,405	100%	2015/5/30	2018/4/30
<b>Subtotal</b>		<b>785,737</b>			

# Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Expected Commencement	Expected Completion
Zhumadian	Eighteen Cities Phase II	142,387	100%	2012/12/31	2014/10/20
	Eighteen Cities Phase III	158,828	100%	2014/3/11	2016/9/20
	Eighteen Cities (Pending for future development)	622,558	100%	TBC	TBC
	Suiping Forest Peninsula Phase II	86,756	100%	2013/9/6	2015/9/10
	Suiping Forest Peninsula Phase III	62,880	100%	2015/3/20	2017/8/30
	Suiping Forest Peninsula Phase IV	68,980	100%	2015/9/10	2017/12/10
	Xiping Forest Peninsula Phase I	50,696	100%	2013/12/12	2014/11/30
	Xiping Forest Peninsula Phase II	86,229	100%	2014/9/30	2016/4/1
	Xiping Forest Peninsula Phase III	112,812	100%	2015/9/30	2017/12/31
	Xiping Forest Peninsula Phase IV	111,800	100%	2016/9/30	2018/12/31
<b>Subtotal</b>		<b>1,503,926</b>			

# Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Expected Commencement	Expected Completion
Xinyang	South Lake No.1	30,561	50%	2011/3/31	TBC
	Yanwei Island Project	32,961	50%	TBC	TBC
	Code One City Phase I	98,981	50%	2014/3/25	2014/12/30
	Code One City Phase II	111,350	50%	2014/5/19	2016/3/20
	North Lake Project Phase I	75,300	50%	TBC	TBC
	North Lake Project Phase II	133,400	50%	TBC	TBC
	North Lake Project Phase III	89,500	50%	TBC	TBC
	North Lake Project Phase IV	188,300	50%	TBC	TBC
	Jianye City Phase I	76,700	60%	2014/10/30	2014/12/30
	Jianye City Phase II	146,600	60%	2015/3/30	2016/9/30
	Jianye City Phase III	214,700	60%	2016/6/30	2017/12/30
<b>Subtotal</b>		<b>1,198,353</b>			
Luohe	MOCO New World	162,668	49%	2013/8/28	2016/1/31
	Code One City Phase IV	143,350	100%	2013/6/3	2014/12/31
	Code One City Phase V	128,042	100%	2015/4/8	2018/3/25
	Code One City Phase VI	50,557	100%	2014/4/21	2015/12/31
	Xicheng Forest Peninsula	175,240	100%	2014/10/30	2015/6/15
	Linying Sweet-Scented Osmanthus Garden Phase I Batch II	164,998	100%	2013/8/8	2015/6/30
<b>Subtotal</b>		<b>824,855</b>			

# Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Expected Commencement	Expected Completion
Pingdingshan	Sweet-Scented Osmanthus Garden Phase II Batch II	62,745	51%	2012/9/28	2014/9/30
	Wugang Forest Peninsula Phase II	97,310	100%	2013/9/30	2014/10/30
	Wugang Forest Peninsula Phase III	35,000	100%	2015/9/30	2017/4/15
	Wugang Forest Peninsula Phase IV	64,300	100%	2016/9/30	2018/12/30
	Wugang Forest Peninsula Phase V	222,757	100%	2016/9/30	2017/12/31
	Wugang Forest Peninsula Phase VI	166,400	100%	TBC	TBC
	Baofeng Forest Peninsula Phase II	52,952	80%	2014/4/28	2014/12/31
	Eighteen Cities Phase I	224,700	100%	2014/9/30	2015/10/31
	Eighteen Cities Phase II	339,300	100%	2015/3/30	2017/3/30
	Eighteen Cities Phase III	111,700	100%	2015/9/30	2018/6/30
	Eighteen Cities Phase IV	30,000	100%	2016/9/30	2019/3/30
<b>Subtotal</b>		<b>1,407,164</b>			
Kaifeng	Xibei Lake Wetland	12,837	100%	2013/3/15	2015/1/31
	Dongjingmenghua – Banmuyuan - Xiyuan	11,666	100%	2013/12/5	2014/12/30
	Dongjingmenghua (Pending for future development)	97,780	100%	TBC	TBC
	Dongjingmenghua (Pending for future development)	807,859	100%	TBC	TBC
	Chrysanthemum Garden	204,780	51%	2015/1/15	2017/5/30
<b>Subtotal</b>		<b>1,134,992</b>			

# Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Expected Commencement	Expected Completion
Shangqiu	Zhecheng U-Town Phase I	9,299	100%	2013/6/14	2014/12/30
	Zhecheng U-Town Phase II	54,600	100%	2015/4/30	2016/3/28
	Zhecheng U-Town (Pending for future development)	160,619	100%	TBC	TBC
	Eighteen Cities Phase I	20,978	100%	2013/11/8	2015/5/30
	Eighteen Cities Phase II	169,152	100%	2014/6/18	2015/6/30
	Eighteen Cities Phase III	199,100	100%	2015/3/30	2017/12/30
<b>Subtotal</b>		<b>613,748</b>			
Nanyang	Forest Peninsula Phase IV	107,634	51%	2013/9/3	2014/11/30
	Forest Peninsula Phase V	269,192	51%	2014/7/11	2016/7/8
	Forest Peninsula (Hotel)	61,215	100%	TBC	TBC
	Triumph Plaza Phase I	116,198	51%	2014/4/17	2015/4/25
	Triumph Plaza Phase II	266,826	51%	2014/8/27	2015/12/11
<b>Subtotal</b>		<b>821,065</b>			
Zhoukou	Forest Peninsula Phase V	111,533	100%	2013/8/9	2015/5/30
	Forest Peninsula Phase VI	153,551	100%	2014/12/31	2016/8/30
	Huiyang Sweet-Scented Osmanthus Garden Phase II	65,736	100%	2013/8/9	2014/12/31
	Huiyang Sweet-Scented Osmanthus Garden Phase III	90,600	100%	2014/3/30	2016/5/30
<b>Subtotal</b>		<b>421,420</b>			



# Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Expected Commencement	Expected Completion
Jiaozuo	Forest Peninsula Phase V	51,457	100%	2013/12/31	2014/11/20
	Xiuwu Forest Peninsula Phase II	36,723	100%	2013/10/8	2015/6/30
	Xiuwu Forest Peninsula Phase III	37,685	100%	2015/3/29	2017/5/25
	Xiuwu Forest Peninsula Phase IV	48,415	100%	2015/9/30	2017/3/30
	Xiuwu Forest Peninsula Phase V	54,000	100%	2016/9/30	2018/9/30
	Park Lane Phase I	107,000	100%	2014/9/30	2016/5/31
	Park Lane Phase II	114,400	100%	TBC	TBC
	Park Lane Phase III	147,000	100%	TBC	TBC
<b>Subtotal</b>		<b>596,680</b>			
Xinxiang	Code One City Phase II	182,606	100%	2012/7/11	2015/11/10
	Code One City Phase III	197,274	100%	2015/9/30	2016/12/30
	Code One City Phase IV	202,310	100%	2016/9/30	2019/6/30
	U-Town Phase II	29,410	60%	2015/3/19	2017/5/29
	U-Town (Pending for future development)	274,153	60%	TBC	TBC
	Changyuan Forest Peninsula Phase I	112,579	100%	2013/10/14	2015/10/23
	Changyuan Forest Peninsula Phase II	77,500	100%	2015/3/29	2017/10/27
	Changyuan Forest Peninsula Phase III	86,800	100%	2016/3/30	2018/12/30
<b>Subtotal</b>		<b>1,162,632</b>			

## Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Expected Commencement	Expected Completion
Puyang	Puyang Jianye City Phase V	8,020	100%	TBC	2014/12/30
	Puyang Jianye City Phase VII Batch II	79,253	100%	2014/8/30	2015/8/30
	Code One City Phase II	170,245	51%	2013/8/20	2015/8/30
	Code One City Phase III	189,900	51%	2014/9/30	2016/10/30
	Code One City Phase IV	187,100	51%	2015/2/28	2017/8/28
	Code One City Phase V	160,700	51%	2016/2/25	2018/11/30
	Code One City Phase VI	51,300	51%	TBC	TBC
	Sweet-Scented Osmanthus Garden Phase I	100,900	100%	2013/11/11	2014/12/20
	Sweet-Scented Osmanthus Garden Phase II	116,099	100%	2014/5/28	2015/12/20
	Pu County Government 2013-12, 2013-13 Land Plot Phase I	81,900	100%	2015/3/30	2017/9/30
	Pu County Government 2013-12, 2013-13 Land Plot Phase II	97,300	100%	TBC	TBC
	Pu County Government 2013-12, 2013-13 Land Plot Phase III	110,500	100%	TBC	TBC
	Pu County Government 2013-12, 2013-13 Land Plot Phase IV	135,600	100%	TBC	TBC
<b>Subtotal</b>		<b>1,488,817</b>			

## Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Expected Commencement	Expected Completion
Xuchang	Forest Peninsula Phase III	101,419	70%	2013/5/24	2015/8/30
	Code One City Phase I	109,757	100%	2014/10/30	2017/5/30
	Code One City Phase II	119,802	100%	2015/3/29	2017/10/27
	Code One City Phase III	77,939	100%	TBC	TBC
	Code One City (Indemnificatory apartment)	16,496	100%	TBC	TBC
	Yanling Eco-City Phase II	21,860	60%	2015/4/30	2016/10/1
	Yanling Eco-City Phase III	70,600	60%	TBC	TBC
	Yuzhou Jundu New World	11,756	75%	TBC	TBC
	Changge Sweet-Scented Osmanthus Garden Phase I	53,362	100%	2014/4/25	2014/12/30
	Changge Sweet-Scented Osmanthus Garden Phase II	123,600	100%	2015/3/30	2016/12/30
<b>Subtotal</b>		<b>706,591</b>			
Sanmenxia	Code One City Phase II	75,765	100%	2012/9/13	2014/10/10
	Code One City Phase III	85,178	100%	2013/9/18	2015/10/20
	Code One City Phase IV	93,370	100%	2014/9/25	2017/4/30
	Code One City Phase V	104,891	100%	2015/9/30	2018/6/30
	Lingbao Forest Peninsula Phase I	29,577	100%	2014/6/27	2014/12/30
	Lingbao Forest Peninsula Phase II	8,378	100%	2014/11/20	2016/7/30
<b>Subtotal</b>		<b>397,158</b>			
Hebi	Sweet-Scented Osmanthus Garden	112,605	100%	2013/12/20	2015/11/30
	Hua County Code One City	458,328	100%	2014/9/30	2015/12/5
<b>Subtotal</b>		<b>570,933</b>			

## Summary of Land Bank (Cont'd)

City	Project	Total Construction GFA (sq.m.)	% of Ownership	Construction Commencement	Construction Completion
Anyang	Forest Peninsula Phase I	16,698	100%	2010/5/26	TBC
	Forest Peninsula Phase II	45,240	100%	TBC	TBC
	Forest Peninsula Phase III	68,948	100%	TBC	TBC
	Tangyin Forest Peninsula Phase II	72,800	55%	2015/4/29	2017/7/17
	Tangyin Forest Peninsula Phase III	72,100	55%	2016/9/30	2018/7/15
	Tangyin Forest Peninsula Phase IV	70,800	55%	TBC	TBC
	Sweet-Scented Osmanthus Garden Phase I	14,440	100%	2013/11/27	2015/1/31
	Sweet-Scented Osmanthus Garden Phase II	160,200	100%	2014/3/30	2016/9/20
	Sweet-Scented Osmanthus Garden Phase III	166,100	100%	2015/4/30	2018/4/28
	Sweet-Scented Osmanthus Garden Phase IV	192,300	100%	2016/9/30	2019/4/30
	Sweet-Scented Osmanthus Garden Phase V	202,200	100%	TBC	TBC
<b>Subtotal</b>		<b>1,081,826</b>			
Jiyuan	U-Town Phase I	80,568	100%	2013/11/27	2014/9/30
	U-Town Phase II	104,400	100%	2014/9/20	2015/6/20
<b>Subtotal</b>		<b>184,968</b>			
<b>Total</b>		<b><u>19,615,393</u></b>			



## Appendix

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# Land Acquisition in 1H2014

Project	Attributable Interest	Total Construction GFA (sq.m.)	Expected Commencement	Expected Completion	Average GFA Land Cost Per GFA (RMB/sq.m.)
Shangqiu Eighteen Cities	100%	113,897	1 <sup>st</sup> Half 2015	2 <sup>nd</sup> Half 2017	664
Sanmenxia Lingbao Forest Peninsula	100%	36,378	1 <sup>st</sup> Half 2014	2 <sup>nd</sup> Half 2016	1,082
Jiaozuo Park Lane	100%	379,201	1 <sup>st</sup> Half 2014	2 <sup>nd</sup> Half 2017	1,348
Puyang Power Plant Road Project	100%	443,551	2 <sup>nd</sup> Half 2014	2 <sup>nd</sup> Half 2019	417
Zhumadian Eighteen Cities	100%	242,520	2 <sup>nd</sup> Half 2014	2 <sup>nd</sup> Half 2017	409
Zhengzhou Suoxu River Garden	70%	229,137	2 <sup>nd</sup> Half 2014	1 <sup>st</sup> Half 2016	1,367
Kaifeng Luda Project	51%	204,780	1 <sup>st</sup> Half 2014	1 <sup>st</sup> Half 2016	635
Zhengzhou Gongyi Code One City	100%	325,058	2 <sup>nd</sup> Half 2014	2 <sup>nd</sup> Half 2018	532
Zhengzhou Beverly Manor	100%	70,743	2 <sup>nd</sup> Half 2014	2 <sup>nd</sup> Half 2016	778
Luohe Xicheng Forest Peninsula	100%	175,247	1 <sup>st</sup> Half 2014	2 <sup>nd</sup> Half 2018	888
Anyang Hua County Code One City	100%	458,329	2 <sup>nd</sup> Half 2014	2 <sup>nd</sup> Half 2018	314
<b>1H2014 Total</b>		<b><u>2,678,841</u></b>			<b>702</b>



## Appendix

	<b>Summary of Project Launch in 2014</b>	<b>40</b>
	<b>Summary of Land Bank</b>	<b>45</b>
	<b>Summary of Land Acquisition in 1H2014</b>	<b>56</b>
	<b>Contracted Sales Summary in 1H2014</b>	<b>58</b>

# Contracted Sales Summary in 1H2014

City	Project	Contracted Sales (RMB mn)	Contracted GFA (sq.m.)
Zhengzhou	Code One City	7	335
	Zhengxi Forest Peninsula Phase III	5	1,049
	Tianzhu Phase I	1,230	45,499
	Zhengxi U-Town Phase I	187	29,948
	Code Two City Phase I	266	18,191
<b>Subtotal</b>		<b>1,695</b>	<b>95,022</b>
Kaifeng	Dongjingmenghua - Wanshan Street	30	1,516
<b>Subtotal</b>		<b>30</b>	<b>1,516</b>
Luoyang	Golf Garden Phase I	133	20,781
	Sweet-Scented Osmanthus Garden Phase I	131	19,573
	Huayang Square Phase V Batch II 2nd, Phase VI Batch I&II	495	55,272
<b>Subtotal</b>		<b>759</b>	<b>95,626</b>

# Contracted Sales Summary in 1H2014

City	Project	Contracted Sales (RMB mn)	Contracted GFA (sq.m.)
Anyang	Tangyin Forest Peninsula Phase I	41	11,013
	Sweet-Scented Osmanthus Garden Phase I	45	10,178
<b>Subtotal</b>		<b>86</b>	<b>21,191</b>
Jiaozuo	Forest Peninsula Phase II	3	457
	Code One City Phase I,II	88	16,734
	Forest Peninsula Phase V	81	10,367
	Xiuwu Forest Peninsula Phase I	18	5,282
<b>Subtotal</b>		<b>190</b>	<b>32,840</b>
Jiyuan	Pedestrian Street	7	932
	Code One City Phase II , III,IV	121	24,486
	U-Town Phase I	154	25,182
<b>Subtotal</b>		<b>282</b>	<b>50,600</b>

# Contracted Sales Summary in 1H2014

City	Project	Contracted Sales (RMB mn)	Contracted GFA (sq.m.)
Luohe	Code One City Phase I,II,III,VI	180	36,454
	Linying Sweet-Scented Osmanthus Garden Phase I	37	9,286
<b>Subtotal</b>		<b>217</b>	<b>45,740</b>
Nanyang	Forest Peninsula Phase II,III,IV	126	17,905
	Triumph Plaza Phase I	501	73,466
<b>Subtotal</b>		<b>627</b>	<b>91,371</b>
Pingdingshan	Wugang Forest Peninsula Phase I, II	45	10,227
	Sweet-Scented Osmanthus Garden Phase II Batch I,II	72	12,511
	Baofeng Forest Peninsula Phase I,II	50	11,647
<b>Subtotal</b>		<b>167</b>	<b>34,385</b>



# Contracted Sales Summary in 1H2014

City	Project	Contracted Sales (RMB mn)	Contracted GFA (sq.m.)
Puyang	Jianye City Phase V,VI,VII Batch I	45	10,680
	Code One City Phase I,II	72	15,133
	Sweet-Scented Osmanthus Phase I,II	93	17,676
<b>Subtotal</b>		<b>210</b>	<b>43,489</b>
Sanmenxia	Code One City Phase I,II,III	157	31,758
<b>Subtotal</b>		<b>157</b>	<b>31,758</b>
Shangqiu	Eighteen Cities Phase I,II	450	68,862
	U-Town Phase III,VI	52	9,869
	Zhecheng U-Town Phase I	28	9,658
<b>Subtotal</b>		<b>530</b>	<b>88,389</b>

# Contracted Sales Summary in 1H2014

City	Project	Contracted Sales (RMB mn)	Contracted GFA (sq.m.)
Xinxiang	Code One City Phase I,II Batch I	116	24,447
	U-Town Phase I	48	7,631
	Changyuan Forest Peninsula Phase I	61	15,154
<b>Subtotal</b>		<b>225</b>	<b>47,232</b>
Xinyang	South Lake No. 1 Phase I	61	7,483
	Code One City Phase I	230	48,105
<b>Subtotal</b>		<b>291</b>	<b>55,588</b>
Xuchang	Forest Peninsula Phase I,II,III	220	41,492
	Yanling Eco-City Phase I	297	47,152
	Changge Sweet-Scented Osmanthus Garden Phase I	100	21,772
<b>Subtotal</b>		<b>617</b>	<b>110,416</b>

# Contracted Sales Summary in 1H2014

City	Project	Contracted Sales (RMB mn)	Contracted GFA (sq.m.)
Zhoukou	Forest Peninsula Phase I,II,III,IV,V	113	23,988
	Huiyang Sweet-Scented Osmanthus Phase I,II	98	22,353
<b>Subtotal</b>		<b>211</b>	<b>46,341</b>
Zhumadian	Eighteen Cities Phase I Batch I,II	196	41,352
	Suiping Forest Peninsula Phase I,II	34	9,320
	Xiping Forest Peninsula Phase I	95	25,152
<b>Subtotal</b>		<b>325</b>	<b>75,824</b>
<b>Total</b>		<b><u>6,619</u></b>	<b><u>967,328</u></b>