

# 首創置業股份有限公司 BEIJING CAPITAL LAND LTD.

Newsletter (2868.HK) **June 2011** 

## Stock Data

Share Price (02/06/11).... HK\$2.52 52-week range HK\$2.04-HK\$3.24 FY11 P/E ..... 4.62 times Market Capitalization ... HK\$5.189B (H Share)

#### **Company Profile**

BCL is one of the leading integrated property developers in China. The company principally engages in developing mid- to high-end residential properties which are supplemented by prime commercial properties, highlighting the prominent edge of its integrated operational ability in diversifying properties portfolio. In addition to various prime locations of the capital city, BCL also expanded into markets outside Beijing and has acquired land sites in Tianjin, Chengdu, Wuxi, Shenyang, Xi'an, Chongqing, Foshan and Huzhou respectively since 2005. The Capital Group, one of Beijing's largest enterprises and under the direct supervision of the Beijing Municipal Government, is the parent company of BCL.

#### **Contact Us**

Kitty Cheung **BCL** - Head of Investor Relations Tel: +852 2869 9818 Email: kittycheung@bjcapitalland.com.cn

Natalie Tam iPR Ogilvy Tel: +852 2136 6182 Fax: +852 3170 6606 Email: natalie.tam@iprogilvy.com

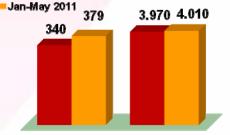


# Sales Performance from Jan to May 2011

In May 2011, BCL's contracted sold area aggregated to 78,000 sq. m. with the respective contracted sales amounting to RMB810 million, representing an increase of 79.7% and 117.7% as compared to those of 2010 respectively. As at the end of May, the accumulated contracted sold area amounted to 379,000 sq. m., up 11.4% year-on-year. Contracted sales totaled RMB4.01 billion, up 0.9% year on year. The accumulated subscribed yet un-contracted sales amounted to RMB830 million as at the end of May, and the procedure for finalizing the contracts is underway.

#### Annex: Sales Breakdown for May 2011

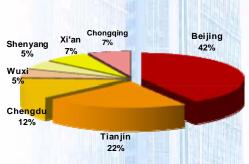
			<b>,</b>			1
	Contracted Sold Area ('000 sq. m)	Contracted Sales (RMB m)			Contracted Sold Area ('000 sq. m)	Contracted Sales (RMB m)
Beijing & Tianjin	24	1	510	Core projects	51	590
Other regions	54		300	Non-core projects	27	220
Total	78		810	Total	78	810
■Jan-May 2010						
						THE REALING



Contracted Sold Area Contracted Sales ('000 sq. m) (RMB m)

### **Property Project Snapshot**

In May, BCL stayed abreast with market demand and continued to adjust its product mix. Small to medium sized units accounted for the majority of newly launched and on sale projects. The Company recorded stable sales results. Thanks to the positive reputation and value-for-money product nature, phase V of Tianjin First received overwhelming market response. Citv Subscription amount on debut day, i.e. 21 May, exceeded RMB100 million. In addition, "First City" series with mainly small to medium sized units also achieved satisfactory results. Projects such as Xi'an First City, Shenyang First City, Chongqing Hong'en International Living District posted contracted sales of around 100 units sales in a single-month basis, with contracted sales area reached over 100,000 sq.m.



590

220

810

Contracted sales breakdown by regions for Jan-May 2011



**Tianjin First City** 

Due to the uncertainty incurred in the calculation of the sales figures, discrepancy may exist between the information discle Therefore, investors can only treat the disclosed information as periodical references.

