

首創置業股份有限公司 BEIJING CAPITAL LAND LTD. Newsletter (2868.HK) May 2012

## **Stock Data**

Share Price(04/05/12).....HK\$2.00 52-week range......HK\$1.26-\$2.75 FY12 P/E......3.46 times Market Capitalization...HK\$4.12B (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.hk

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



#### Sales Performance for Jan-Apr 2012

In April 2012, BCL achieved contracted sales area of 190,000 sq. m. with the respective contracted sales amounting to RMB 1,260 million, representing a yoy increase of 181% and 102% respectively. As of the end of April 2012, the total contracted sales area accumulated to **512,000** sq. m, representing a yoy increase of **75%**; contracted sales amounted to RMB **3.46** billion, representing an increase of **10%** as compared to last year. As of the end of April, the accumulated subscribed yet un-contracted sales amounted to RMB 700 million and the procedure for finalizing the contracts is underway.

During April 2012, BCL continued its leading edge from its high sales volume and increased the amount of products launched for solid market demand and projects in cities that are not subjected to the "home purchase restriction", including mid-to-small apartments of new projects such as Tianjin First City, Xi'an First City, Qingdao Xiangmi Lake, etc. Moreover, BCL further emphasized its efforts in promoting already-launched projects and achieved promising results. Projects such as Tianjin A-Z Town, Tianjin First City, Tianjin Landing House etc. were also named among the Top 10 Projects in Tianjin, and Xi'an First City recorded sale of approximately700 units, totaling approximately 50,000 sq. m of contracted sales area.

Annex: Sales Breakdown for Apr 2012	Sales Area Sa	Contracted les Amount MB million)		Contracted Sales Area ('000 sq. m.)	Contracted Sales Amount ( RMB million)
Beijing and Tianjin	55	470	Core projects	116	820
Other regions	135	790	Non-core projects	73	440
Total	190	1,260	Total	190	1,260
Jan-Apr 2011 Jan-Apr 2012	512 90 3100	3460	Chongqing 5% 9% Xi'an 12% Shenyang 7%	Zhenjiang Wanning 2% 1% Chengdu 17%	7% Tianjin 32%
Contracted Sales	Area Contracted	Sales Amou	nt Contract Sale	es Breakdown b	ov Region

Contracted Sales Area Contracted Sales Amount ('000 sq. m.) (RMB million) Contract Sales Breakdown by Region from Jan to Apr 2012

Contracted sales amounted to RMB **3.5 billion** for Jan-Apr 2012, increased by **10%** year-on-year

To launch about **800,000** sq. m. in Xi'an, Tianjin, Chengdu, Hainan, Huzhou, Jiangyin and Qingdao in Q2 2012

### **New Project Launch**

Xi'an First City was launched in April and was well received by the market. Of the 495 units initially launched, 300 of them were sold during the first week, recording 61% of subscription rate. The project made a record-breaking contracted sales area of 48,000 sq. m. and contacted sales of RMB 260 million for the month.



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