



Stock Data

Share Price.....HK\$3.10
52-week range HK\$2.60 – HK\$7.39
FY15 P/E (Trailing)..... 3.45 times
FY16 P/E (Forward) 4.88 times
Market Capitalization...HK\$9.387bn

*Source: Bloomberg, as of 5/4/2016

Sales Performance for March 2016

In March 2016, BCL achieved total contracted sales area of 172,000 sq.m. and its corresponding contracted sales amounted to approximately RMB2.28 billion. As at the end of March 2016, the cumulative contracted sales area amounted to approximately 283,000 sq.m. and the cumulative contracted sales amounted to approximately RMB3.67 billion, representing a decrease of 35.8% over the same period last year. The average selling price in the first three months of 2016 was RMB13,000/sq.m., representing an increase of 26.4% over the same period last year. Meanwhile, as at the end of March 2016, the cumulative subscription sales awaiting signing of official sales contracts amounted to RMB1.3 billion.

Annex: Sales Breakdown for March 2016

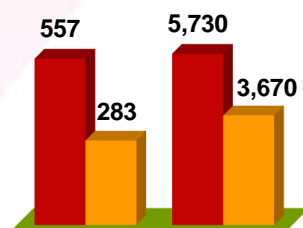
	Contracted Sales Area ('000 sq.m.)	Contracted Sales Amount (RMB million)
Beijing, Tianjin and Shanghai	119	1,840
Other Regions	53	440
Total	172	2,280

	Contracted Sales Area ('000 sq.m.)	Contracted Sales Amount (RMB million)
Core Projects	131	1,690
Non-core Projects	41	590
Total	172	2,280

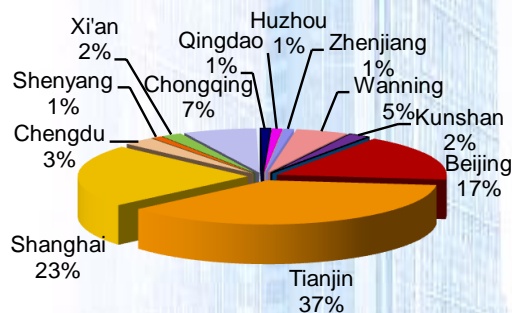
Company Profile

Beijing Capital Land Ltd. ("BCL", stock code: 2868.HK) is one of the leading integrated property developers in China. Aspiring to be "the Most Valuable Comprehensive Property Developer" in China, the Company focuses on three core business lines: Residential Property, Integrated Outlets, and Urban Core Complex. This is complemented by innovative businesses such as primary land development and high-tech industrial properties. The Company differentiates itself from its peers through its fully integrated operations and the seamless coordination among all business lines, which helps to increase competitiveness. The Company focuses on five core cities: Beijing, Shanghai, Tianjin, Chongqing and Chengdu. The Company is committed to its strategy of "maximizing scale, accelerating turnover, destocking and optimizing business structure" and focuses on high turnover and home-buyer oriented products. Beijing Capital Group, one of Beijing's largest enterprises and under the direct supervision of the Beijing Municipal Government, is the parent company of BCL.

■ Jan-Mar 2015
■ Jan-Mar 2016



Contracted Sales Area ('000 sq. m.) Contracted Sales Amount (RMB million)



Breakdown of Contracted Sales Amount for Jan-Mar 2016

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Capital Operation

In March, BCL's proposed A Share offering was approved by the Board. The Company aims to submit an application for the issuance and offering of no more than 370 million A Shares to fund projects in core regions including Beijing, Shanghai and Tianjin. The proposed offering is expected to optimize the Company's capital structure and broaden its financing channels as well as enhance BCL's brand awareness.

Brand Launch

On 16 March 2016, BCL hosted a global strategic press conference themed "Build with Heart" at the InterContinental, Beijing Financial Street. In the conference, BCL announced its global development strategies for the first time and unveiled its roadmap in Beijing with four key concepts, namely "Capital City Builder, Innovator, Pioneer, Leader". Based on this guideline, BCL is fully committed to developing the Beijing market and will launch four new flagship projects in Beijing and Shanghai, all of which are set to become landmarks in their corresponding areas.



Due to uncertainties incurred in the calculation of the sales figures, discrepancies may exist between the information disclosed above and the periodic reports. Therefore, investors are advised to treat the information disclosed in this letter as periodic references only.

