

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

Newsletter (2868.HK)May 2011

#### Stock Data

Share Price (6/05/11)..... HK\$2.67 52-week range HK\$1.95 - HK\$3.24 FY11 P/E ..... 4.17times Market Capitalization HK\$5.498B (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, Chongging, 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

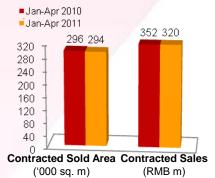


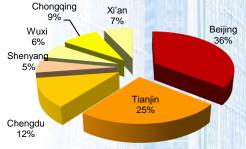
## Sales Performance from Jan to Apr 2011

In Apr 2011, BCL's contracted sold area for residential projects aggregated to 68,000 sq. m. with the respective contracted sales amounting to RMB680 million, representing a decrease of 17.1% and an increase of 3.2% as compared to that of 2010 respectively. As at the end of April, the accumulated contracted sold area amounted to 294,000 sq. m., which is in line with that of the previous year. Contracted sales totaled RMB3.2 billion, a drop of 9.3% year on year. The accumulated subscribed yet un-contracted sales amounted to RMB500 million as at the end of April, and the procedure for finalizing the contracts is underway.

### Annex: Sales Breakdown for Apr 2011

	Contracted Sold Area ('000 sq. m)	Contracted Sales (RMB m)			Contracted Sold Area ('000 sq. m)	Contracted Sales (RMB m)
Beijing & Tianjin	22		360	Core projects	48	510
Other regions	46	1	320	Non-core projects	20	170
Total	68	7	680	Total	68	680
						1000





Contracted sales breakdown by regions for Jan-Apr 2011

## Property Project Snapshot

After the promulgation of property price targets and home restriction policies of major cities nationwide, BCL strengthened project launch to cater to the needs of different market, boosted sales and achieved better performance.

Located at new urban region and next to the core urban area that is affected by home purchase restrictions, Chengdu Cittá Villa is connected to the core urban area with mass transit railway and major transportation route. The Company launched Phase II of the project in April, and recorded a subscription amount of nearly RMB100 million. Selling price posted an accumulated increase of 30% since its debut launch in October 2010.

Chongging is a trial point for imposing property tax, and no restriction policy has been implemented. BCL leverages on the positive reputation of Hong'en Night view of Cittá Villa, Chengdu International Living District Project and promote sales through exhibition and trade fair. In April, the project posted contracted sales of nearly RMB80 million, average selling price maintained a stable growing trend at about RMB7,400 per sq. m.



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

