

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

Newsletter (2868.HK) August 2013

Stock Data

Share Price(06/08/13)......HK\$2.88 52-week range HK\$1.90 - HK\$3.81 FY12 P/E..... 4.20 times Market Capitalization....HK\$ 2.94 bn (H Shares)

Sales Performance for July 2013

In July 2013, BCL achieved contracted sales area of 94,000 sq. m., while the corresponding contracted sales amounted to RMB840 million. As at the end of July 2013, the cumulative contracted sales area aggregated to 817,000 sq. m., while contracted sales amounted to RMB7.43 billion, representing a YoY growth of 6%. Meanwhile, as at the end of July 2013, the cumulative subscription sales awaiting signing of official sales contracts amounted to RMB1 billion.

Company Profile

BCL is one of the leading integrated property developers in China. The company is principally engaged in developing mid- to high-end residential properties which are supplemented by prime commercial properties highlighting prominent edge of its the integrated operational ability in diversifying properties portfolio. In addition to various prime locations in the capital city, BCL also expanded into markets outside Beijing and has acquired land in Tianjin, Chengdu, Wuxi. Shenyang, Xi'an, Chongging, Huzhou, Qingdao, Yantai, Zhenjiang, Jiangyin, Kunshan and Hainan 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

Bryan Feng **Beijing Capital Land** - Head of Investor Relations Tel: +852 2869 3288 +86 10 6652 3080 Email: fengyj@bjcapitalland.com.cn

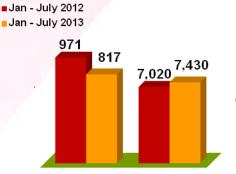
iPR Ogilvy Tel: +852 2136 6182 Fax: +852 3170 6606 Email: bcl@iprogilvy.com

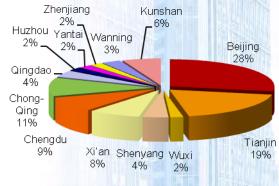


Contracted Sales for Jan - July 2013 reached RMB7.43 billion, representing a YoY growth of 6%

Annex: Sales Breakdown for July 2013

	Contracted Sales Area ('000 sq. m.)	Contracted Sales Amount (RMB million)		Contracted Sales Area ('000 sq. m.)	Contracted Sales Amount (RMB million)
Beijing and Tianjin	21	290	Core projects	64	650
Other regions	73	550	Non-core projects	30	190
Total	94	840	Total	94	840





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

Breakdown of Contracted Sales by Region from Jan to July 2013

Land Investment

In July 2013, BCL successfully acquired Land Plot 4-2 located in Wuqing, Tianjin, with 250,000 sq. m. in total planned GFA, and 210,000 sq. m. in planned GFA of the above-the-ground superstructure. The acquisition has further strengthened BCL's leading edge in the Beijing-Tianjin area. The project will target at owner-occupier demand with medium- to small-size units, and will be developed in conjunction with the International Peninsula Project.

Located on the border between Tianjin and Beijing, in Gaocunxiang, Wuqing, the project has access to a well-developed highway network, with the Beijing-Tianjin Expressway in close proximity, allowing occupants to maintain residences, conduct commerce and investment activities in close synchronicity in both cities.

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