



## Stock Data

Share Price.....HK\$5.01  
52-week range HK\$2.39 – HK\$5.01  
FY14 P/E..... 4.78 times  
FY15 P/E (Forward) ..... 4.24 times  
Market Capitalization...HK\$10.316bn

\*Source: Bloomberg, as of 2/4/2015

## 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, "Residence + Outlet" Complex, and Urban Core Complex. This is complemented by innovative businesses such as primary land development. 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.

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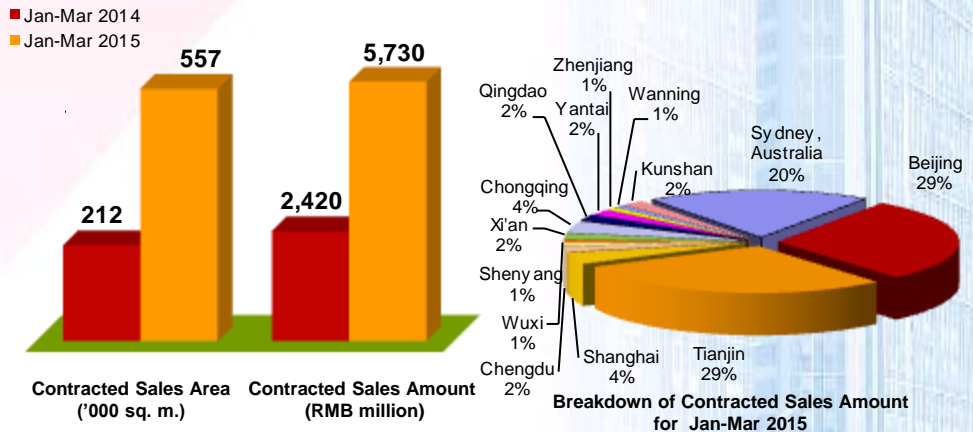
## Sales Performance for March 2015

In March 2015, BCL achieved contracted sales area of 358,000 sq. m., up 223.0% compared with the same period last year, while the corresponding contracted sales amounted to approximately RMB3.89 billion, representing an increase of 155.4% compared with the same period last year. As at the end of March 2015, the cumulative contracted sales area amounted to approximately 557,000 sq. m., representing an increase of 162.2% over the same period last year, and the cumulative contracted sales amounted to approximately RMB5.73 billion, representing an increase of 137.0% over the same period last year. Meanwhile, as at the end of March 2015, the cumulative subscription sales awaiting signing of official sales contracts amounted to RMB1.2 billion.

### Annex: Sales Breakdown for March 2015

	Contracted Sales Area ('000 sq. m.)	Contracted Sales Amount (RMB million)	Contracted Sales Area ('000 sq. m.)	Contracted Sales Amount (RMB million)	
Beijing & Tianjin	200	2,030	Core projects	268	2,600
Other regions	158	1,860	Non-core projects	90	1,290
<b>Total</b>	<b>358</b>	<b>3,890</b>	<b>Total</b>	<b>358</b>	<b>3,890</b>

Note: the sales performance metrics disclosed above are based on different benchmark from the data on CRIC's "2015 First Quarter Top 100 China Property Developers by Sales" list as CRIC's data do not include overseas projects and affordable housing projects.



## Land Investment

In March, BCL successfully acquired the Jianshe Road project in Chenghua District, Chengdu. Situated in the commercial circle of Jianshe Road, East 2nd Ring, one of the six commercial circles that generate RMB10 billion annual retail sales in the Chengdu city, the project targets homebuyers looking for improved living conditions. With a ground GFA of 229,000 sq.m., the project enjoys a convenient transportation network and well-developed supporting facilities including commercial and residential zones, hospitals and schools.

## Overseas Business

In March, BCL launched the sales of Project North Rocks as well as the first phase of Project Merrylands in Sydney, Australia, in conjunction with Australian developer Dyldam. A contracted sales amount of AU\$240 million (approximately RMB1.13 billion) was realized as all the units have been sold out within the month. Enjoying comprehensive supporting facilities, both projects were close to the Parramatta business district in Sydney as well as a local railway station and several famous educational institutions.

*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.*

