



首創置業股份有限公司

BEIJING CAPITAL LAND LTD.

Newsletter
(2868.HK)
September 2015

Stock Data

Share Price.....HK\$2.88
52-week range HK\$2.62 – HK\$7.39
FY14 P/E (Trailing)..... 3.15 times
FY15 P/E (Forward) 3.09 times
Market Capitalization...HK\$5.840bn

*Source: Bloomberg, as of 2/9/2015

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.

Contact Us

Bryan Feng
Beijing Capital Land
General Manager (HK Headquarters)
Head of Investor Relations
Tel: +852 2869 3288
+86 10 6652 3240
Email: fengyj@bjcapitaland.com.cn

Christensen China Limited
Tel: +852 2117 0861
Fax: +852 2117 0869
Email: BJCapitalLand@ChristensenIR.com



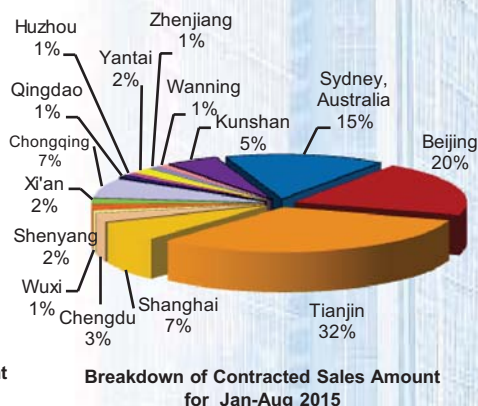
Sales Performance for August 2015

In August 2015, BCL achieved total contracted sales area of 214,000 sq. m., while the corresponding contracted sales amounted to approximately RMB2.04 billion. As at the end of August 2015, the cumulative contracted sales area amounted to approximately 1,556,000 sq.m., representing an increase of 30.9% over the same period last year, and the cumulative contracted sales amounted to approximately RMB16.02 billion, representing an increase of 28.3% over the same period last year. Meanwhile, as at the end of August 2015, the cumulative subscription sales awaiting signing of official sales contracts amounted to RMB1 billion.

Annex: Sales Breakdown for August 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 | 126 | 1,210 | Core projects | 182 | 1,810 |
| Other regions | 88 | 830 | Non-core projects | 32 | 230 |
| Total | 214 | 2,040 | Total | 214 | 2,040 |

■ Jan-Aug 2014
■ Jan-Aug 2015



Domestic Shares Placement*

On 10 August 2015, BCL entered into a Domestic Shares Subscription Agreement with Beijing Capital Group. Beijing Capital Group has conditionally agreed to subscribe 1 billion domestic shares at RMB 3.08 (approximately HK\$ 3.9) per share. Use of proceeds is expected to be approximately RMB 3,073 million, of which 80% will be used to fund BCL's core projects in Beijing and Tianjin area. Domestic shares placement would enhance BCL capital structure, and support its strategic focus and development; Also, as Beijing Capital Group's shareholding in BCL is expected to be increased, Beijing Capital Group will be able to provide more support to BCL in respect of credit rating and resources, and further strengthen the synergies of its infrastructure, environmental protection and finance business segments with the real estate business.

Land Investment

In August, BCL successfully acquired the No. 5 land plot in Xinzhuang, Jinnan District, Tianjin. With land area of 82,000 sq.m. and above ground GFA of 148,000 sq.m., the project will be developed into homebuyer oriented products. This new project will be adjacent to BCL's two current projects of Tianjin Capital City and Tianjin Xuan Community, all of which are located in a popular area for homebuyers in the city. It enjoys a prime location as it is close to the Jinnan-Tanggu Highway, while the planned Metro Line No. 6, No. 1 Extension Route and No. Z1 will all go through the area as well.

* The execution of the transaction will be subject to a number of conditions, including but not limited to the whitewash waiver from the Securities and Futures Commission, approval from the State-owned Assets Supervision and Administration Commission of the People's Government of Beijing Municipality as well as shareholders' approval at BCL's general meeting etc.
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.

