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(A joint stock limited company incorporated in the People's Republic of China with limited liability)

**(Stock Code: 2868)**

### **SALES PERFORMANCE FOR THE THREE MONTHS ENDED 31 MARCH 2016**

Beijing Capital Land Ltd. (the “Company”, together with its subsidiaries, the “Group”) wishes to provide to its shareholders the attached newsletter on property sales performance which contains certain operating data of the Group for the three months ended 31 March 2016 (the “**Sales Performance**”). The Sales Performance is also available on the website of the Company ([www.bjcapitalland.com.cn](http://www.bjcapitalland.com.cn)). The Sales Performance has been prepared on the basis of internal management records. It has not been audited or reviewed by external auditor, and as such the data is for investors' reference only. The Sales Performance is not an offer or solicitation for the purchase or sale of any securities or financial instruments or to provide any investment service or investment advice.

By Order of the Board  
**Beijing Capital Land Ltd.**  
**Lee Sze Wai**  
Company Secretary

Hong Kong, 5 April 2016

*The Board as of the date of this announcement comprises Mr. Wang Hao (Chairman), Mr. Tang Jun (President) and Mr. Zhang Shengli who are the Executive Directors, Mr. Li Songping, Mr. Song Fengjing and Mr. Shen Jianping who are the Non-Executive Directors, Mr. Ng Yuk Keung, Mr. Wang Hong and Mr. Li Wang who are the Independent Non-Executive Directors.*



### 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.

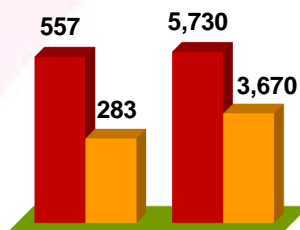
#### Annex: Sales Breakdown for March 2016

	Contracted Sales Area ('000 sq.m.)	Contracted Sales Amount (RMB million)	Contracted Sales Area ('000 sq.m.)	Contracted Sales Amount (RMB million)	
Beijing, Tianjin and Shanghai	119	1,840	Core Projects	131	1,690
Other Regions	53	440	Non-core Projects	41	590
Total	172	2,280	Total	172	2,280

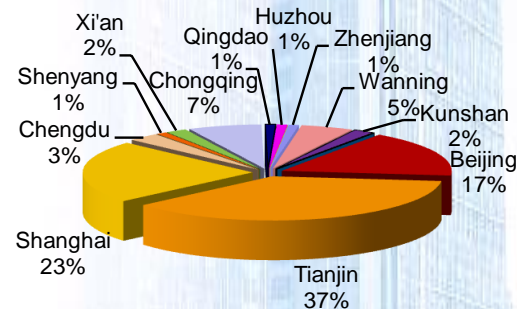
### Company Profile

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 Contracted Sales Amount  
( '000 sq. m.) (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.

