

Company Newsletter (September 2017)

Stock (10 October, 2017):

Closing Price : 4.09 HK\$

52-week High/Low : 2.15 - 4.49 HK\$

Market Cap : 16,349 million HK\$

No. of Issued Shares : 3,997 million

Recent IR Activities:

Date	Activities	Venue
Oct 25-27	Investor Reverse Roadshow	Ningbo & Hangzhou
Nov 1	Citi's China Investor Conference	Macau
Nov 2	Jefferies Greater China Investor Summit	Hong Kong
Nov 9	BofAML China Investor Summit	Beijing

IR Contact:

Investor Relations Department

Email : IR@powerlong.com

Phone : +852 2169 1955 (Hong Kong)

+86 21 5175 9999 x 8301 (Shanghai)

Wonderful Sky Financial Group

Email : powerlong@wsfg.com

Phone : +852 2581 1038

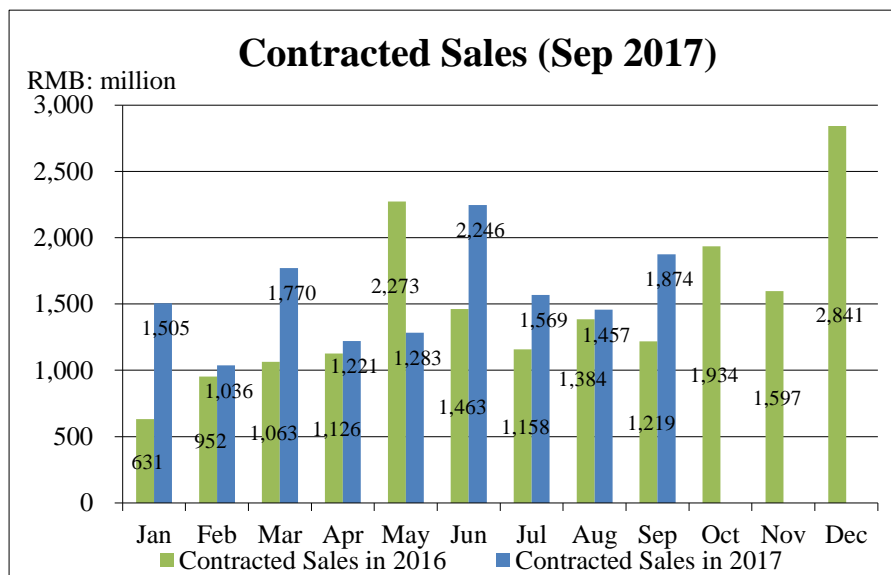
Company Website

www.powerlong.com

> Contracted Sales

In September, the Company recorded contracted sales (including contracted sales value by joint ventures and associated companies) of approximately RMB1,874 million for the GFA of approximately 136,218 sq.m. The Company achieved approximately RMB13,961 million cumulative contracted sales (including contracted sales value by joint ventures and associated companies), representing a YoY increase of 23.9%, and with the GFA of approximately 1,009,177 sq.m., representing a YoY increase of 5.2%.

No.	Type of Business	Contracted Sales (RMB: million)	Ratio
1	Commercial	6,942.7	49.7%
2	Residential	7,018.4	50.3%



> Company News

Art Hotels of Powerlong Won Three Awards of “AHF 10th Asia Hotel Awards”

From 19 to 20 September 2017, the two-day 10th AHF Hotel and Travel Investment Summit and HAMA China Conference was held in Beijing. Three awards were granted to Powerlong Hotel Group, a subsidiary of Powerlong Real Estate, at the conference for its self-operated art hotels:

Most Progressive Hotel Brand of the Year: ARTELS+

Best Newly Opened Art Hotel: ARTELS+ collection Lingang, Shanghai

Most Anticipated New Hotel of the Year: JUNTELS Binjiang, Hangzhou

Hotel and travel business is one of the five major businesses of Powerlong Group. Powerlong has been engaging in the hotel and travel business since 2001 and maintaining close cooperation with renowned hotel groups worldwide, including Marriott, Accor, Carlson and Wyndham, and has contrived a unique development model for brand hotels established by itself.

With consumption upgrade, there is increasing demand for high-quality travel experience resulting by the expanding market of high-end hotels in China, which brought along the emergence of art hotels. In addition to satisfying the needs of hotel guests in terms of accommodation and catering, it is essential to emphasize the customization and living experience of the hotel market segment.

Accordingly, Powerlong introduced art hotels under its self-operated hotel chains and completed the official establishment of the full brand line. “Artels, Artels+, Artels+ Collections and JUN hotel” cover city commercial hotels, middle-end, high-end, and luxury art themed hotels.

With the integrated model of “Arts + Hotel + Internet”, the art hotels of Powerlong dug into its brand connotation, developed art derivatives, and, with combination of Powerlong’s business and Powerlong’s culture, formulated a unique, innovative and assorted experience of the “Arts hotel + Culture + Business” model.

Powerlong won three awards on an occasion for its self-operated art hotels, reflecting the high recognition towards the innovative “Culture+” model adopted by Powerlong’s hotels from the market, professional institutions and consumers, as well as the expectation and confidence in the prospect of Powerlong’s art hotels.



> Company News

Powerlong Real Estate Won “TOP 10 Brand Value of China Commercial Real Estate” for Seven Consecutive Years

On 14 September 2017, the “the Media Conference on the Research Findings of China Real Estate Brand Value in 2017 and the 14th Development Summit for China Real Estate Brand” was held in Beijing, which was jointly organized by three units, namely, The Enterprise Research Institute of Development Research Center of the State Council, The Real Estate Research Institute of Tsinghua University and China Index Academy.

Powerlong Real Estate won “2017 TOP 10 Brand Value of China Commercial Real Estate Companies” (runner-up) for seven consecutive years. “Powerlong Plaza” operated by Powerlong Real Estate won “2017 TOP 10 Brand Value of China Commercial Real Estate Projects” (runner-up). In 2017, the brand value of Powerlong Real Estate amounted to RMB8,469 million while the brand value of its projects reached RMB5,506 million, achieving constant growth in brand value.

On 9 September, Powerlong Real Estate was awarded “Top 500 Asian Brands” and the honorary title of “Top 10 Innovative Brand in Asia (Industry)” at the “12th Asian Brand Ceremony” jointly organized by asiabrand.com, Hong Kong Ta Kung Wen Wei Media Group, China-Asia Economic Development Association administered by Ministry of Foreign Affairs and “International Business Daily” published by Ministry of Commerce in Hong Kong.

> Awards of the Month

Date	Awards	Issued by
14 Sep	2017 TOP 10 Brand Value of China Commercial Real Estate	Enterprise Research Institute of Development Research Center of the State Council Real Estate Research Institute of Tsinghua University China Index Academy



> Company Introduction

Powerlong Real Estate Holdings Limited (the “Company” and “Powerlong”) is a real estate enterprise listed on the main board of The Stock Exchange of Hong Kong Ltd., specializing in the development and operation of high-quality, large-scale, multi-functional commercial complexes. Powerlong has developed a series of urban complexes named “Powerlong City Plaza” integrating large-scale shopping centers, supermarkets, department stores, retail stores, cinemas, food plazas, quality residential properties and other leisure facilities, which have become large-scale commercial landmarks in cities where such complexes locate. Property projects are generally located in prime positions close to the city center of fast-growing, emerging cities in Shanghai Municipality, Jiangsu Province, Zhejiang Province, Fujian Province, Shandong Province, Tianjin Municipality, Henan Province, Chongqing Municipality, Anhui Province. Powerlong has been awarded for many years China Real Estate Top50 Enterprises, China Commercial Real Estate Top5 Enterprises, China Top10 Listed Real Estate Enterprises, China Top5 Commercial Project Brand Value, China Top5 Commercial Real Estate Corporate Brand Value, etc.

