

# Company Newsletter ( October 2017 )

## Stock ( 3 November, 2017):

Closing Price :	3.81 HK\$
52-week High/Low :	2.15 - 4.49 HK\$
Market Cap :	15,230 million HK\$
No. of Issued Shares :	3,997 million

## Recent IR Activities:

Date	Activities	Venue
Nov 8	Gelonghui "Battles in HK Stock Market 2017"	Shenzhen
Nov 9	BofA Merrill Lynch China Investment Summit	Beijing
Nov 21	Gelonghui "Battles in HK Stock Market 2017"	Shanghai

## 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

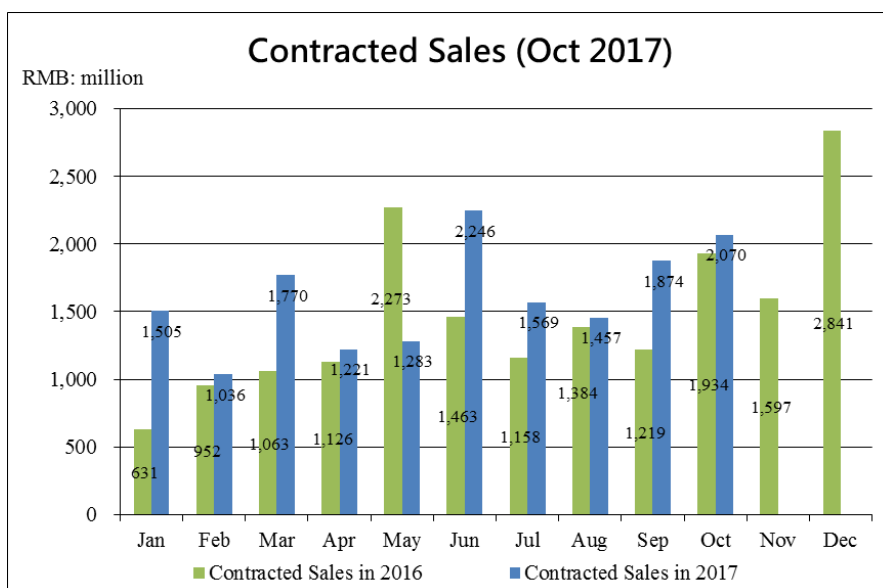
### Company Website

www.powerlong.com

## > Contracted Sales

In October, the Company recorded contracted sales (including contracted sales value by joint ventures and associated companies) of approximately RMB 2,070 million for the GFA of approximately 213,926 sq.m. The Company achieved approximately RMB 16,031 million cumulative contracted sales (including contracted sales value by joint ventures and associated companies), representing a YoY increase of 21.4%, and with the GFA of approximately 1,223,103sq.m., representing a YoY increase of 10.7%.

No.	Type of Business	Contracted Sales (RMB: million)	Ratio
1	Commercial	7,059.8	44.0%
2	Residential	8,971.4	56.0%



## > Company News

### **Powerlong secured a large land parcel in Shaoxing for the first time**

On 10 October, Powerlong Real Estate won the bidding of the No. 22 large commercial/residential plot in Paojiang New District, Shaoxing. The plot, over 90% of which is for residential purposes, covers an area of 198,255 m<sup>2</sup> and a GFA of 436,161 m<sup>2</sup>. The final floor price is RMB3,943/m<sup>2</sup>, representing a premium rate of 11.5%.

Paojiang New District, Shaoxing, a national economic and technological development zone, has a population of approximately 300,000. Positioned to be the backyard of Shaoxing City, it enjoys consistent growth momentum for urban development in virtue of its clustered industries and city-industry integration in recent years. Only 10 minutes ride away from Shaoxingbei Station and 20 minutes ride away from Hangzhou Xiaoshan International Airport, Paojiang New District is in possession of convenient transport facilities and easily accessible whether by water, road, rail or air. Furthermore, the Metro lines, which are expected to be completed before the Asian Games, will create much faster transport connections between Paojiang New District, downtown Shaoxing and Hangzhou.

The land plot awarded to Powerlong is inclusive and compatible with commercial and residential purposes and enjoys scale benefits and cluster effect. Meanwhile, it is adjacent to Paojiang Lakeside Park, which is an exceptional location advantage, and is therefore endowed with beautiful natural landscape. At present, there are 150,000 inhabitants residing within a 3-kilometer radius and approximately 90,000 inhabitants within a 1.5-kilometer radius of the lot. Following the delivery of surrounding real estate projects, the plot will be more densely populated in the future. The project abounds with education resources as high-quality educational facilities with top rankings in Shaoxing such as Keling Primary School, Paojiang Primary School and Paojiang branch of Shaoxing NO.1 High School are all located in the neighborhood. In addition, it is noteworthy that since Line 2 of Shaoxing Metro Phase I will run through this plot as approved by the State Council, its future value will be too valuable to underestimate.



## > Company News

### **Powerlong secured a land plot in Gaochun, Nanjing**

On 20 October, Powerlong Real Estate won the bidding of a residential/commercial plot in Gaochun District, Nanjing. The plot, over 70% of which is for residential purposes, covers an area of 79,619 m<sup>2</sup>. Its land price is RMB5,462/m<sup>2</sup> and comprehensive floor price is RMB2,736/m<sup>2</sup>.

The project awarded to Powerlong is situated in Gaochun District, one of the four sub-cities of Nanjing. Known as the “backyard of Nanjing”, Gaochun District is a modern urban agricultural base with regional characteristics of East China, a major recreational and sightseeing resort in the Yangtze River Delta and a manufacturing service hub and supporting base for high-end manufacturing in the Yangtze River Delta. As the project is located at the new town in northern Gaochun and is within the coverage of the major urban development axis, it has promising development prospects and enormous growth potentials.

The project is only 600 meters away from Gaochun Station of Gaochun Metro Line S9 (also known as Ninghe Intercity Line) and is 3.8 kilometers away from the entrance of Ningxuan Expressway, which enables direct transport to Yuhuatai District. The surrounding area is interspersed with intermediate and upscale communities with subsequent improvements and equipped with increasingly sophisticated supporting facilities. As Powerlong has made presence in the area, a greater number of high-quality residential buildings and better-developed commercial facilities will be built in this area in the future.

### **Powerlong secured a rare land parcel in Zhoushan**

On 27 October, Powerlong Real Estate won the bidding of an integrative plot in Putuo District, Zhoushan, Zhejiang Province. The plot covers an area of 101,866 m<sup>2</sup> and a GFA of 173,931 m<sup>2</sup>. The final floor price is RMB6,740/m<sup>2</sup>.

Located at the Shenjiamen fishing port, Putuo District, Zhoushan City, core area of old Putuo, the project is considered to be a valuable and rare land lot given its prime location in the city. According to the planning of Zhoushan government, a “Fishing Port Town (漁港小鎮)” will be developed in Shenjiamen and programmed to capitalize on its unique spatial foundation of “one harbor shared by five districts” to consummate the planning layout, improve and construct supporting facilities, reinforce the driving effects of projects and accelerate the development of tourism. In view of the foregoing, the forthcoming three to five years will see an extremely rapid boom and promising prospects in this area.



## > Company News

### Opening of ARTELS+ Fuyang Hangzhou

On 16 October, the opening ceremony was held in ARTELS+ Fuyang Hangzhou of Powerlong Hotel Group, a subsidiary of Powerlong Real Estate.

Highlighting “paper art”, ARTELS+ Fuyang Hangzhou is devoted to providing colorful experience featuring “embrace art in the hotel, enjoy art in life” to literary and artistic young people, white collars and neighboring communities. The hotel has a GFA of 11,000 m<sup>2</sup> with 154 artistic rooms (suites). Decorated by the three-primary-colored (namely, red, green and blue) artworks, the hotel demonstrates the ultimate of artistic beauty and serves up a visual feast of bright and pure hues to its guests.

“ARTELS+”, mid-scale hotel brand of Powerlong Hotel Group, “ARTELS+ Collection”, an upscale artistic hotel brand, and “JUN Hotel”, a deluxe artistic hotel brand, constitute the integral product line of Powerlong’s self-operated artistic hotels. ARTELS+ brand has been well-received among consumers and the media and was selected as “2017 Most Promising Hotel Brand” at the 10th Asian Hotel Awards held by AHF in this September soon after its launch in the market.



## > Company News

### Inviting the media for a “quality journey” in Hangzhou: witnessing the Powerlong’s materialization of quality products

Powerlong Real Estate invited over 20 media outlets in China to Hangzhou for its annual “A journey @ Powerlong — Quality Journey in Hangzhou” from 16 to 19 October. During the 4-day quality journey, the media witnessed the opening of “ARTELS+ Fuyang”, a self-operated brand of Powerlong Hotel Group, appreciated “Dajiangdong Powerlong Plaza”, a model residential project with Powerlong quality and experienced in person the commercial charm of “Binjiang Powerlong City”, a benchmark project of Powerlong. Such experiences not only offer a glimpse of the comprehensive strengths of Powerlong, but also demonstrate the achievements of Powerlong in pursuing its strategy of “pressing on with development in virtue of quality”.

At the press conference, Xiao Qing Ping, Executive Director and Deputy Chief Executive Officer of Powerlong Real Estate and Executive Director of Powerlong Hotel Group, said Powerlong had achieved flourishing development in its self-operated artistic hotel business by blazing new trails for the self-operated brand. Such a success will not only facilitate the improvement in the core competitiveness in hotel business and brand reputation of Powerlong, but also carry forward the formation of an intact industry chain in respect of the cultural business of Powerlong. In addition, Powerlong will be capable of expanding its cultural business to commercial projects by integrating shopping, catering, entertainment, business office, artistic hotels and cultural venues, thus replenishing its commercial real estate layout and further strengthening its competitiveness.

During the fascinating “Powerlong quality journey”, media members learned the benchmark project of powerlong and gained a profound understanding of Powerlong’s persistence in quality development and exquisite style behind the self-operated artistic hotels, the model project at high quality and the commercial benchmarking products of Powerlong.



## > Company News

**Inviting the media for a “quality journey” in Hangzhou: witnessing the Powerlong’s materialization of quality products (Cont’d)**



## **Intensive Development in Yangtze River Delta Powerlong Real Estate hold the 2017 reverse roadshow to Hangzhou and Ningbo**

From 26 October to 27 October, analysts and investors from 16 domestic and overseas professional financial institutions attended the 2017 reverse roadshow of Powerlong Real Estate. At the two-day roadshow which started from Ningbo and ended at Hangzhou, Powerlong Real Estate showed its decision on and confidence in becoming “a specialist in business operation, an expert in quality property provision and a winner of asset management” to the capital market with its five commercial and residential real estate projects.



## > Company News

### Intensive Development in Yangtze River Delta Powerlong Real Estate hold the 2017 reverse roadshow to Hangzhou and Ningbo

As a “China Outstanding Commercial Real Estate Company” and “Top 10 Hong Kong Listed China Mainland Real Estate Companies in terms of Investment Value”, Powerlong Real Estate showed investors around the benchmark projects in the product line of “Powerlong City” in the roadshow, i.e. Hangzhou Binjiang Powerlong City officially opened in December 2016, Dajiangdong Powerlong Plaza, a commercial and residential real estate project full of details of Chinese beauty, and Yinzhou Powerlong Plaza, the first commercial real estate project built by Powerlong Real Estate in Ningbo in 2016. In respect of residential real estate, investors visited Ningbo Powerlong Shijia and Sanjiang Mansions which will be offered for sale at the end of this year.

Both the Ningbo Yinzhou Powerlong Plaza which is under full-swing development and Hangzhou Binjiang Powerlong City which is in sound operation intuitively showed the achievements of Powerlong Real Estate’s strategy of rooting in commercial real estate and intensive development in Yangtze River Delta to investors. Investors expressed deep appreciation to Powerlong Real Estate for the details presentation in operation of commercial real estate and development of residential real estate and also highly identified with Powerlong Real Estate’s strategy of layout in Yangtze River Delta and accurate decision in acquisition of lands. Investors expressed that the pursuit of product details and layout of land reserves constitutes the long-standing impetus for the sustainable growth of Powerlong Real Estate.



## > 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.

