

Newsletter

June 2020

POWERLONG REAL ESTATE HOLDINGS LIMITED

Stock Code : 1238.HK



Stock (8 July, 2020):

Closing Price :	HK\$ 5.15
52-week High/Low :	HK\$ 3.82-5.95
Market Cap :	21.33 billion HK\$
No. of Issued Shares :	4,142 million

Recent IR Activities:

Date	Activities	Venue
9 Jun	Zhongtai International Overseas Investment Conference 2020	Virtual Conference
17 Jun	Guosen Securities Interim Strategy Conference	Virtual Conference

Contracted Sales

In June, the Company recorded contracted sales (including contracted sales value by joint ventures and associated companies) of approximately RMB10,323 million for the GFA of approximately 670,017 sq.m. The Company achieved approximately RMB31,529 million cumulative contracted sales (including contracted sales value by joint ventures and associated companies), representing a YoY increase of 8.0%, and with the GFA of approximately 2,047,327 sq.m., representing a YoY increase of 14.8%.

No.	Type of Business	Contracted Sales (RMB: million)	Ratio
1	Commercial	5,648	17.9%
2	Residential	25,881	82.1%

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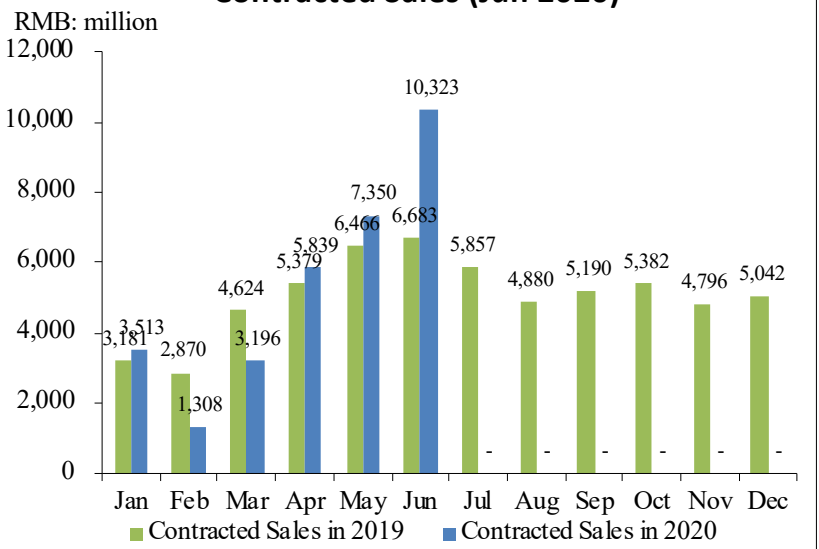
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Contracted Sales (Jun 2020)



Company News

Celebrating the 30th Anniversary of Powerlong Group: A Timeless Legend created with love

Powerlong Group celebrated its 30th Anniversary in 2020. At the beginning of the year, Hoi Wa Fong, President of Powerlong Real Estate (HK.1238), announced the official icon for the Group's 30th anniversary: a Heart showing a crossed "3" and "0" in the shape of "love" which is the core corporate culture; the small square extending from the end of the number 3 implies infinite possibilities and the infinite opportunities of Powerlong Group in the future. Powerlong's 30th anniversary slogan was announced on the same day: "Established with love for the long journey together".



logo由“同心出发”的数字3和0组成，整体外形为心形，简洁现代，
且与“因爱而立，同心致远”的理念相契合。数字3的尾端延伸出的小方块则寓意无限可能，
代表宝龙集团日益的光明机遇与可能。
绚丽的色彩展现出宝龙的无限青春活力及宝龙人热血拼搏的精神。

With 30 years of history, from Haojiang to Ludao, from the Yangtze River Delta to Guangdong, Hong Kong and Macao, from dozens of staff at the start-up to more than 10,000 employees, from a single business to multiple industries, from a small company to a firm with assets of over RMB 100 billion and dual-listings. Powerlong has a brilliant 30-year of development, keeping up with the market pulse and social development. The past 30 years fostered the city development and made tremendous contribution to social value. These 30 years marked the “dreams come true” for a group of fighters, the rapid changes of cities and the prosperous development of the country.

Company News

Prologue in Spring

Back in 1990, the market reform and the opening-up was in full swing. Private enterprises being the key products of the period, became the biggest beneficiaries. This year, Powerlong Group was born following the trend of history. Every step of growth is inseparable from the prosperity of the country and the progress in times.



Ribbon cutting ceremony for the establishment of Powerlong Group

At the beginning of 1992, Deng Xiaoping, the Chief leader of China reform and opening up, issued a series of speeches on his tours to the south. Since then, China has entered a new era, and Xiamen Special Economic Zone has also set off a new round of investment and construction boom. Hoi Kin Hong, the Founder of Powerlong Group, whose ancestral home is in Jinjiang, Fujian, seized the opportunity to shift the focus of investment from Macao to the China. He invested in hometown construction and joined into the development of the Xiamen Special Economic Zone. A few years later, the landmark "Xiamen Powerlong Center" was built, and "Powerlong" has also become shining star for Xiamen and Haixi.



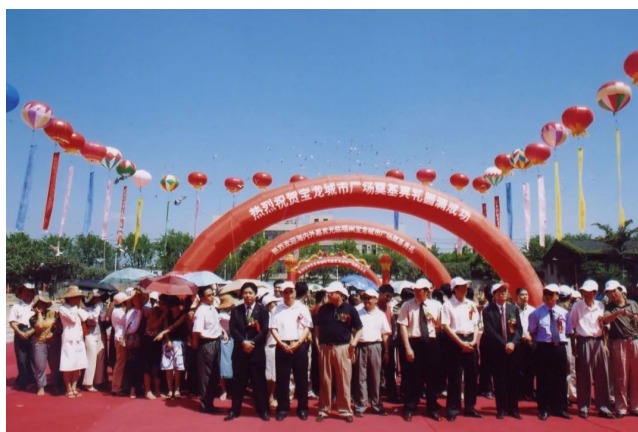
Xiamen Powerlong Center

宝龙与城市共成长
Integrate with the Growth of Cities

Company News

Urbanization boosted enterprise development

In 2003, Hoi Kin Hong was elected as a member of the National Committee of the Chinese People's Political Consultative Conference. He was fully aware of the historical opportunities behind the 16th National Congress of the Communist Party of China, "The country should realize a better-off society in 2020, and accelerate the process of urbanization." Focusing on the development of the "City Life Centers" concept, Powerlong launched its signature products "Powerlong City Plaza" which integrates shopping, entertainment, catering, leisure, entertainment, culture, serviced apartments and other functions. In September 2003, the first large-scale commercial real estate project developed by Powerlong, the 220,000 sq.m. Fuzhou Powerlong City Plaza officially started construction. Subsequently, Powerlong underwent active expansion and development. Powerlong took the lead in exploring second-, third-, and fourth-tier cities and developed "Powerlong City Plaza" throughout the country. By 2008, Powerlong had a portfolio of 17 projects in 14 cities, with a land bank of 5 million sq.m.. In the same year, Powerlong Real Estate was, for the first time, being shortlisted and ranked 48th among the "Top 100 Real Estate Enterprises in China".



Groundbreaking ceremony of Fuzhou Powerlong City Plaza

"The new era is the biggest motivation for the development of enterprises. Being able to keep up with the market pace is the key to success." Hoi Kin Hong, Chairman of the Board of directors of Powerlong Group, attributed the achievements of Powerlong over the 30 years to the right timing, right resources and right people. With gratitude, Powerlong also shared its development achievements with the community, promoted urban development by its property products, and actively participated in charity works. In 2006, Powerlong donated RMB 39 million for the construction of new rural areas for the integration into a more comprehensive, well-off and harmonious society.

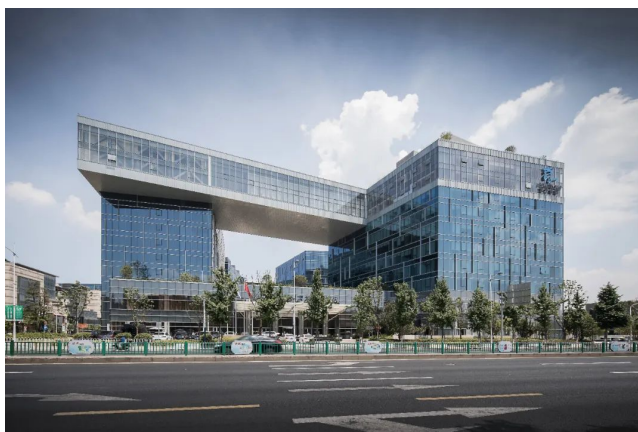
Company News

New journey upon listing on Hong Kong Stock Exchange

On October 14, 2009, Powerlong Real Estate (HK.1238) became the first commercial real estate company listed in Hong Kong. In the following ten years, Yangtze River Delta witnessed the rapid growth of Powerlong.



In order to better adapt to the development pace, Powerlong Group moved its headquarters to Shanghai in 2010. After that, in 2013, Powerlong once again seized the development opportunities, implemented a major strategic transformation, and established the development strategy of "Shanghai as the center for deep cultivation of Yangtze River Delta". As of now, 17 projects have been deployed in Shanghai and more than 100 projects in the Yangtze River Delta region. According to the 2019 Government work report, the regional integration development of the Yangtze River Delta has been upgraded to a national strategy, and the regional economic integration development has entered a new stage. Powerlong, which continues to cultivate the Yangtze River Delta, will also usher in new development opportunities.



Headquarter of Powerlong Group

Company News

On December 30, 2019, Powerlong Commercial (HK.9909), the first light-asset commercial operation service provider listed in Hong Kong. In the same year, Powerlong, which originated in Macau, actively responded to the call of the country to build the "Guangdong-Hong Kong-Macao Greater Bay Area". It has been actively investing in Zhuhai and devoting resources in the Guangdong-Hong Kong-Macao Greater Bay Area.



New empowerment for a brighter future

Up to now, Powerlong has deployed more than 150 real estate and commercial projects in 45 cities across the country, with total assets of over RMB 100 billion and over 10,000 employees. In 2019, the brand value of Powerlong Real Estate reached RMB 13.5 billion, an increase of 650% from ten years ago, and it remained the 2nd largest commercial real estate enterprise brand value in the country for 9 consecutive years.



集团总资产超1000亿元
宝龙集团秉承“让空间有壳”的企业使命，形成地产、商业、酒店、文化艺术各大产业协同发展的格局。

布局全国超40城，超150个物业项目
宝龙地产3大产品线覆盖多元业态，以超100个项目布局，深耕长三角，深耕15年中国商业地产，连续9年中国商业地产公司品牌价值前十。

1+6+N布局策略
“1”：以上海为核心
“6”：重点聚焦南京、苏州、杭州、宁波、厦门、福州六大城市地铁上盖综合体项目
“N”：其它机会型拿地城市



Nationwide deployment of Powerlong Group

Company News

In 2020, once again standing at the forefront of history, Powerlong comprehensively upgraded its corporate culture system. Adhering to the new mission of "bringing love to living space", and "becoming a respected global leader in urban space development and operation for centuries to come", Powerlong strives to create an empowered organization that continues to evolve.

"Established with love for the long journey together". The 30th Anniversary of Powerlong is one big milestone in its history and a brand new chapter of the next stage. Thirty years and on, all Powerlong people are moving towards the century-old dream of "Respected and leading global city complex operator", and continue the glory!

Company News

3rd phase of Ningbo Powerlong One Mall sold out in a flash

3rd phase of Ningbo Powerlong One Mall had a grand launch on 29 June. Following the sold out of 2nd phase upon its launch in the end of April, the 3rd phase was sold out in less than 2.5 hours, realising sales of RMB 900 million.

Ningbo Powerlong One Mall, the second Powerlong One Mall in China, is located in the center of Yinzhou Nanshang CBD, and above the TOD mode Line 3 subway (under construction). There are more than 80 skyscraper landmark projects nearby. Ningbo Powerlong One Mall established a "super business circle" by integrating Yintai City, Water Street, and Star Avenue; Ningbo "Double Green Lungs"-Yinzhou Wetland Park and Academician Park as art clusters such as Ningbo Museum, Ganghui Art Museum, Li Yuan Photography Art Museum and Huamao Art Museum. The total construction area of the project is about 540,000 sq.m.. With much foresighted visions, Powerlong invited the world's top landscape design team-AECOM to design and create an international luxury house of 210,000 sq.m., a 200m skyscraper landmark Twin Towers, and high-end business buildings of 160,000 sq.m.. The residential portion has a total of 1200 household units and is composed of 19 high-rise buildings (18F-33F) of which the construction area is about 92-175 sq.m.. The landmark project is definitely upgrading the over living quality in Ningbo city center and setting new standards around the region.

Company News

Powerlong won the Hongshan land parcel in Nanjing, steading advancing the layout of the Yangtze River Delta

Powerlong Real Estate (HK.1238) won the bid for the southern land parcel of No. 100 Heimoying, Hongshan Street, Xuanwu District, Nanjing City, Jiangsu Province on 3 July. The land parcel is bounded by Beiyuan East Road in the east, Hongxia Road in the south (planning), Heimoying Road in the west and Danxia Road in the north (planning). Another large Powerlong commercial complex is expected to be built in Nanjing, with the total planned area of 123,483 sq.m. and the expected total construction area to be about 401,131 sq.m.

Tiebei Hongshan New City, where the project is located, is a new regional center focusing on construction in Xuanwu District of Nanjing City, with comprehensive transportation, education and other infrastructure. The area is well supported by Metro Line 6, Metro Line 9 interchange station and the planned Metro Line 13 station. With Powerlong stepping its foot in Nanjing, the integrated community functions of headquarters office, R&D center, business and residence will become mature, creating a new engine for urban development and economic development.

This is Powerlong's 7th project in Nanjing. Powerlong seizes the opportunity of Nanjing's urban development, opens up new territories and improves residential facilities. Powerlong has had a portfolio of 7 projects in Nanjing since its first entry 3 years ago in 2017. It has successively deployed business and residential projects in Gaochun District, Qixia District and Jiangning District in Nanjing. In 2019, Powerlong Real Estate and Nanjing Metro reached a cooperation to build the Hongshan South Road Station and Xiaoshi Station subway superstructure project in Xuanwu District. With their re-entry into Xuanwu District, the joint effect of brand aggregation has taken shape. Nanjing Gaochun Powerlong Plaza had its grand opening at the end of 2019, bringing in a new lifestyle in Gaochun and creating a new benchmark for the city's business landscape.

Company Introduction

Powerlong Real Estate Holdings Limited (the “Company”, “Powerlong” and “Powerlong Real Estate”) 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 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.