



恒盛地產
GLORIOUS PROPERTY

2013 Interim Results

29 August 2013

Agenda



I. 2013 Interim Results



II. Business Review & Future Outlook



恒盛地產
GLORIOUS PROPERTY



Key Income Statement Items



(RMB Million)	1H 2013	1H 2012	% Change
Revenue	2,953	1,342	120.0%
Gross Profit	340	553	-38.5%
Core Net Profit*	132	132	0.4%
Gross Margin (%)	11.5%	41.2%	-29.7pts
Net Margin (%)	7.6%	12.4%	-4.8pts

* Excluding the fair value changes of investment properties and the related tax effect





Key Balance Sheet Items

(RMB Million)	2013 As of 30 June	2012 As of 31 December	Change(%)
Cash and Bank Balance	2,930	3,300	-11.2%
Total Assets	55,029	52,627	4.6%
Shareholders' Equity	18,379	18,151	1.3%
Total Borrowings	17,350	15,784	9.9%
Net Gearing Ratio(%)	78.5%	68.8%	9.7pts





Profitability and Margins

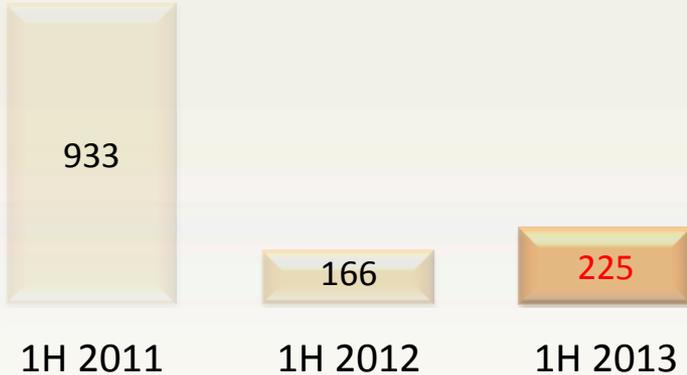
Gross Profit

(RMB Million)



Net Profit

(RMB Million)



Gross Margin



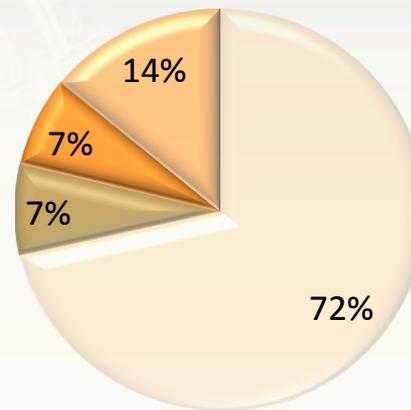
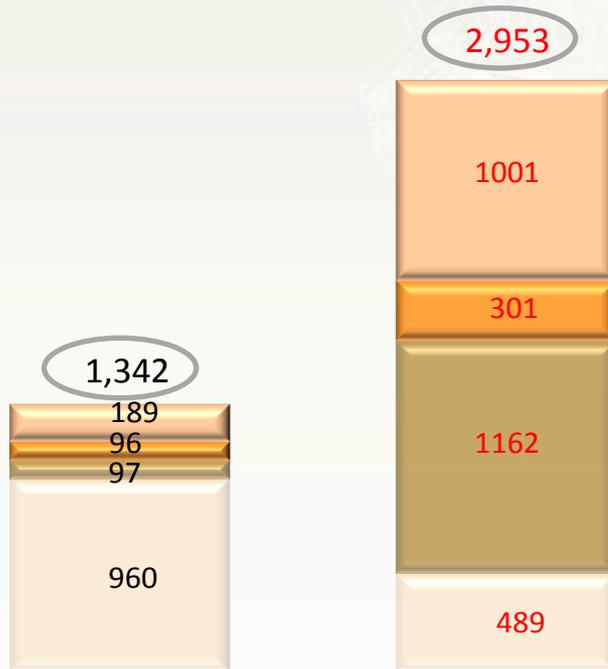
Net Margin



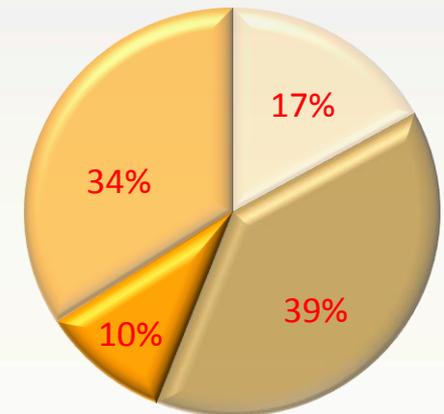
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Analysis of Revenue

(RMB Million)



1H 2012



1H 2013



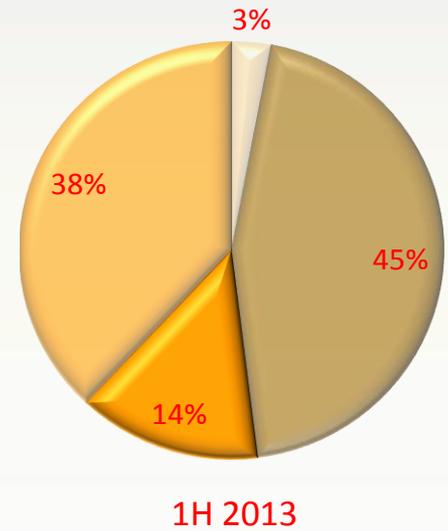
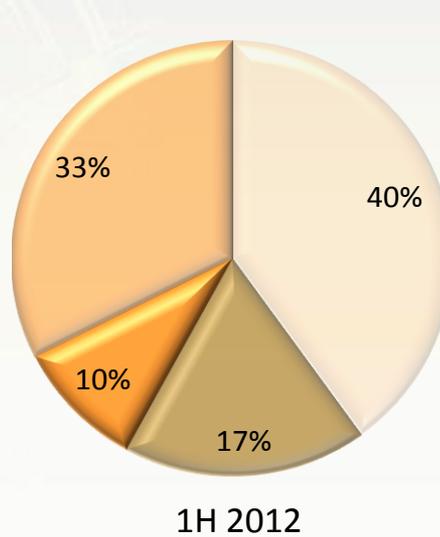
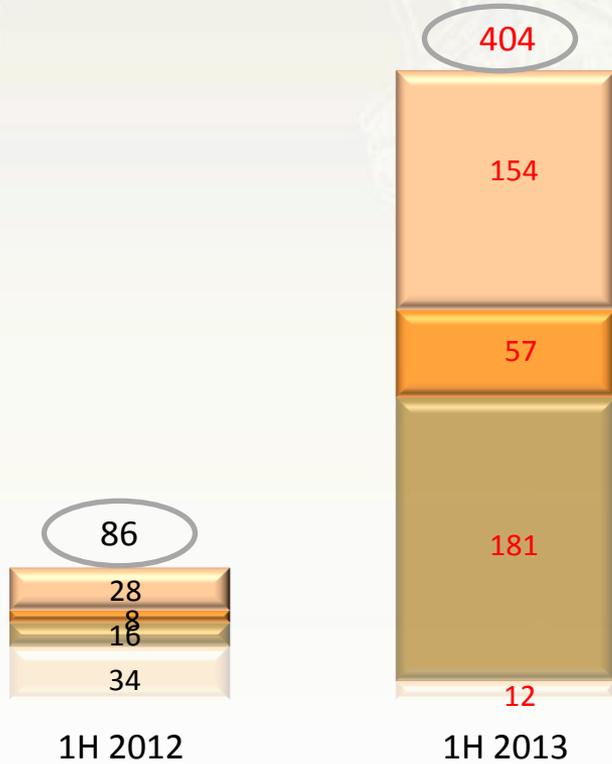
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Shanghai Region
 Yangtze River Delta
 Pan Bohai Rim
 Northeast China



Analysis of GFA Sold and Delivered

('000 sq.m.)



恒盛地產
GLORIOUS PROPERTY

■ Shanghai Region
 ■ Yangtze River Delta
 ■ Pan Bohai Rim
 ■ Northeast China



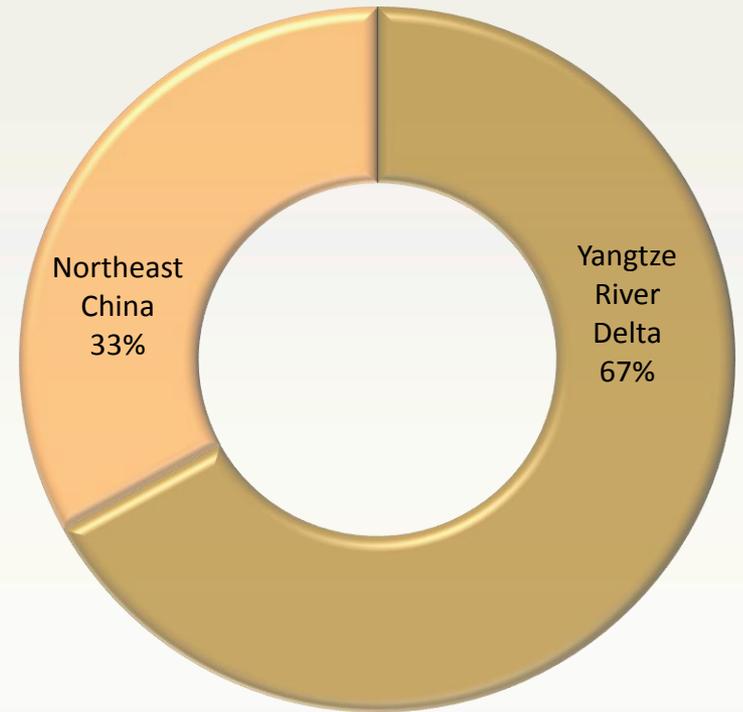
Revenue and booked ASP by Projects in 1H 2013

Region	City	Project	Revenue (RMB '000)	Booked ASP (RMB/sq.m.)
Shanghai Region	Shanghai	Sunshine Venice	9,628	8,769
	Shanghai	Park Avenue	790	4,647
	Shanghai	Chateau De Paris	416	4,522
	Shanghai	Shanghai Bay	430,276	59,015
	Shanghai	Royal Lakefront	47,990	14,061
		Sub-total		489,100
Yangtze River Delta	Wuxi	No. 1 City Promotion	512,302	6,190
	Nantong	Glorious Chateau	6,351	5,396
	Nantong	Villa Glorious	38,804	10,800
	Nantong	Royal Bay	18,163	8,612
	Hefei	Villa Glorious	586,356	6,380
	Hefei	Royal Garden	633	4,759
	Sub-total		1,162,609	6,399
Pan Bohai Rim	Tianjin	Royal Bay Seaside	293,651	5,242
	Beijing	Sunshine Bordeaux	7,034	9,195
		Sub-total		300,685
Northeast China	Shenyang	Sunny Town	116,721	7,401
	Dalian	Villa Glorious	524,165	6,055
	Changchun	Villa Glorious (East)	18,928	4,189
	Harbin	Villa Glorious	204,844	7,120
	Harbin	Royal Garden	136,052	7,435
		Sub-total		1,000,710
Total Revenue/ Overall ASP			2,953,104	7,301



GFA Completed and Delivered by Projects in 1H 2013

City	Project Name	GFA ('000 sq.m.)
Hefei	Hefei Villa Glorious	55
Wuxi	No.1 City Promotion	166
Dalian	Dalian Villa Glorious	111
Total		332



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A Well-Diversified Developer

Focus on 4 main regions in China



Total Land Bank as of 30 June 2013



Pan Bohai Rim

City	Land Bank ('000 sq.m.)	Avg. Cost (RMB/sq.m.)	%
Beijing	1,511	890	9.6%
Tianjin	2,481	1,271	15.8%
Total	3,993	1,127	25.4%

Northeast China

City	Land Bank ('000 sq.m.)	Avg. Cost (RMB/sq.m.)	%
Harbin	31	1,152	0.2%
Changchun	1,204	964	7.6%
Shenyang	120	1,133	0.8%
Dalian	398	1,521	2.5%
Total	1,753	1,105	11.1%

Yangtze River Delta

City	Land Bank ('000 sq.m.)	Avg. Cost (RMB/sq.m.)	%
Nantong	5,457	896	34.6%
Wuxi	238	679	1.5%
Suzhou	10	1,446	0.1%
Nanjing	664	6,013	4.2%
Hefei	1,647	940	10.5%
Total	8,016	1,323	50.9%

Shanghai Region

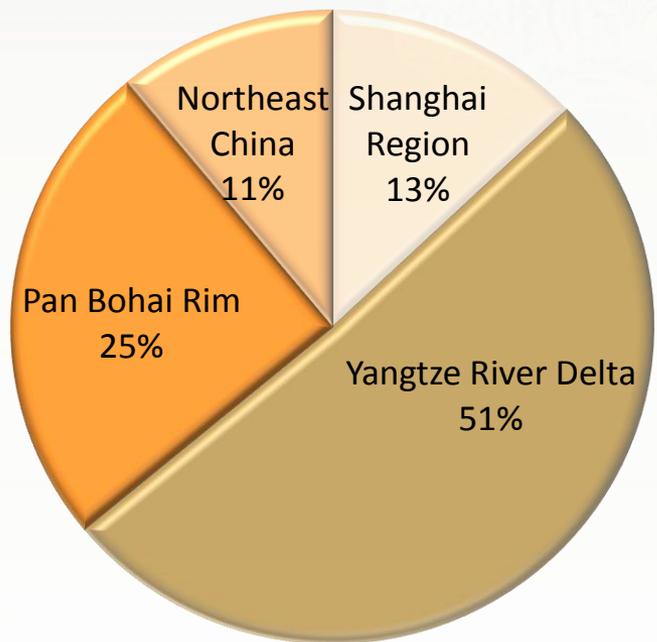
City	Land Bank ('000 sq.m.)	Avg. Cost (RMB/sq.m.)	%
Shanghai	1,992	1,799	12.6%
Total	1,992	1,799	12.6%

- Total land bank: 15.8 million sq.m.
- Overall average land cost: RMB1,309/sq.m.

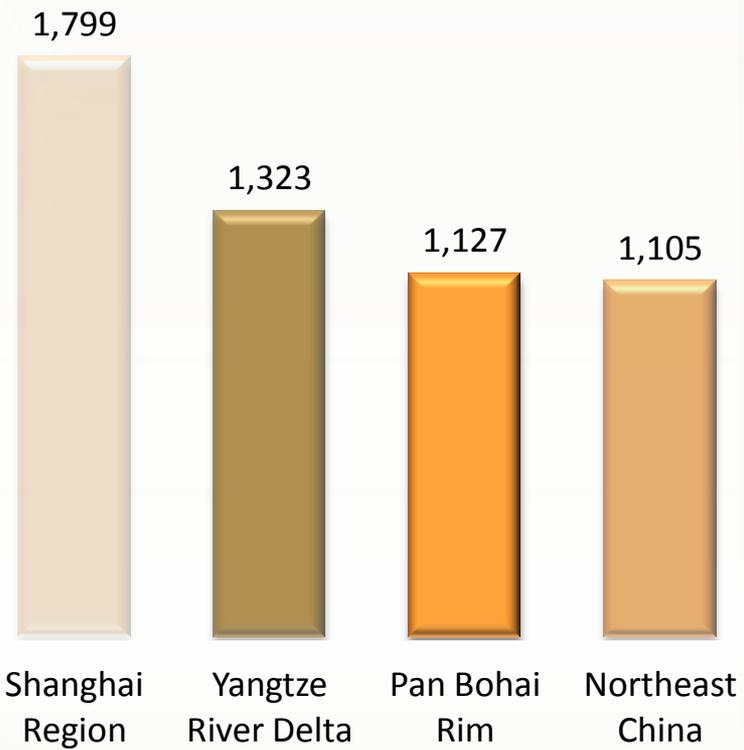


Land Bank and Average Land Cost by Region

Land Bank by Region



Average Land Cost by Region





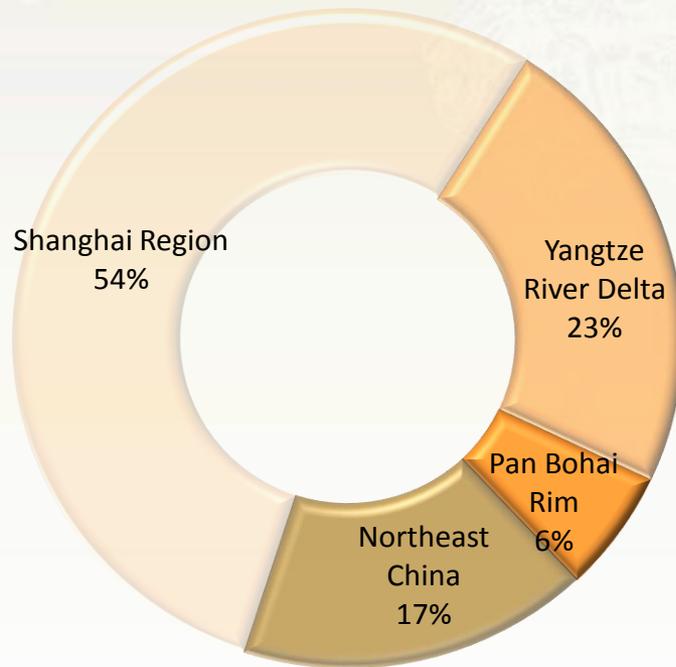
Property Sales in 1H 2013

Region	Property sales (RMB '000)			GFA sold (sq.m.)		
	1H 2013	1H 2012	Change(%)	1H 2013	1H 2012	Change(%)
Shanghai Region	2,172,848	2,519,396	-13.8%	84,902	184,695	-54.0%
Yangtze River Delta	952,322	1,011,444	-5.8%	117,782	175,769	-33.0%
Pan Bohai Rim	222,621	244,810	-9.1%	26,854	35,193	-23.7%
Northeast China	696,776	1,802,267	-61.3%	114,397	272,431	-58.0%
Total	4,044,567	5,577,907	-27.5%	343,935	668,089	-48.5%



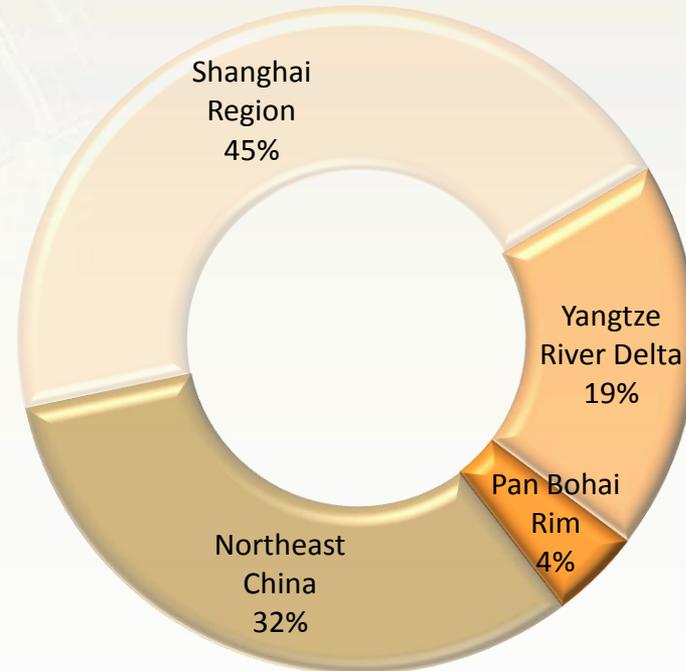
Property sales and GFA Sold by Region in 1H 2013

Property Sales



Total: RMB 4.0 billion

GFA Sold



Total: 343.9 thousand sq.m.



Market prospects for 2H 2013



- Tightening policies such as HPR will remain and regulatory environment tends to be stable.
- Both housing volume and prices are expected to grow steadily.
- Corporate-level strategies are the most important differentiating factor for winning market competition.
- The government currently focuses on the implementation of existing measures, which will be gradually replaced with long-term market-oriented measures.



Growth Strategies for 2H 2013



- Adopt market-oriented flexible pricing strategy

- Speed up sales and cash inflows

- Focus on satisfying mass market demand

- Accelerate asset turn

- Promote product standardisation

- Enhance product quality



- Focus on cash flow and financial safety

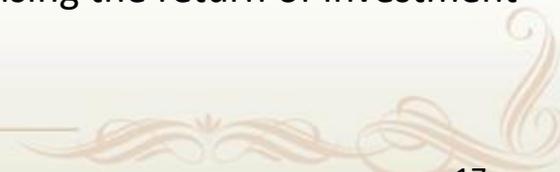
- Keep the total borrowing to a reasonable level

- Further improve the debt structure

- Take a cautious approach on new land acquisition

- Optimise the existing land bank composition

- Target at raising the return of investment





Thank you !

