

禹洲地産股份有限公司

YUZHOU PROPERTIES COMPANY LIMITED

(Stock code: 01628.HK)



2011



31 August 2011

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ABOUT YUZHOU PROPERTIES (01628. HK)

KEY FOCUS

- A leading property developer in West Strait Economic Zone with footprints in the Top 3 largest cities in Fujian Province
- Vision to become a national developer over the long haul

CORE STRENGTH

- Defensive land cost through smart land acquisitions: weighted average unit cost of land bank is 1,486 RMB/sq.m., accounting for 14% of 1H2011 contracted ASP
- Well-established market leader in Xiamen with nearly 2.5 million sq.m. of saleable land bank as at end June 2011
- Total saleable GFA as at 30 June 2011: approx. 5.5mn sq.m.

LAND BANK

- 60% in West Strait Economic Zone, 32% in Yangtze River Delta and 8% in Pan-Bohai Rim
- Acquired approx. 0.7mn sq.m. of saleable GFA in 1H2011.
- Listed in November 2009

SHAREHOLDING

- The total issued shares: 2.4 billion of shares
- Major shareholders: Mr. Lam Lung On and Ms. Kwok Ying Lan (75%)



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- **II. REVIEW OF 1H2011 BUSINESS OPERATIONS**
- **III. FUTURE PERSPECTIVES**
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HIGHLIGHTS OF 2011 INTERIM RESULTS

FINANCIAL HIGHLIGHTS FOR THE SIX MONTHS ENDED 30 JUNE 2011

Recognized revenue: RMB766.3 million

Contracted sales: RMB2,067.3 million

Profit attributed to shareholders: RMB373.1 million

Shareholders' equity: RMB4,791.8 million

Cash on hand: RMB: 1,950.3 million

Net gearing ratio: 64.0%









Compared with 1H2010

(-RMB147.6 million or -28.3%)

Compared with the end of 2010

(+RMB224.4 million or +4.9%)

(-RMB782.4 milliom or -28.6%)

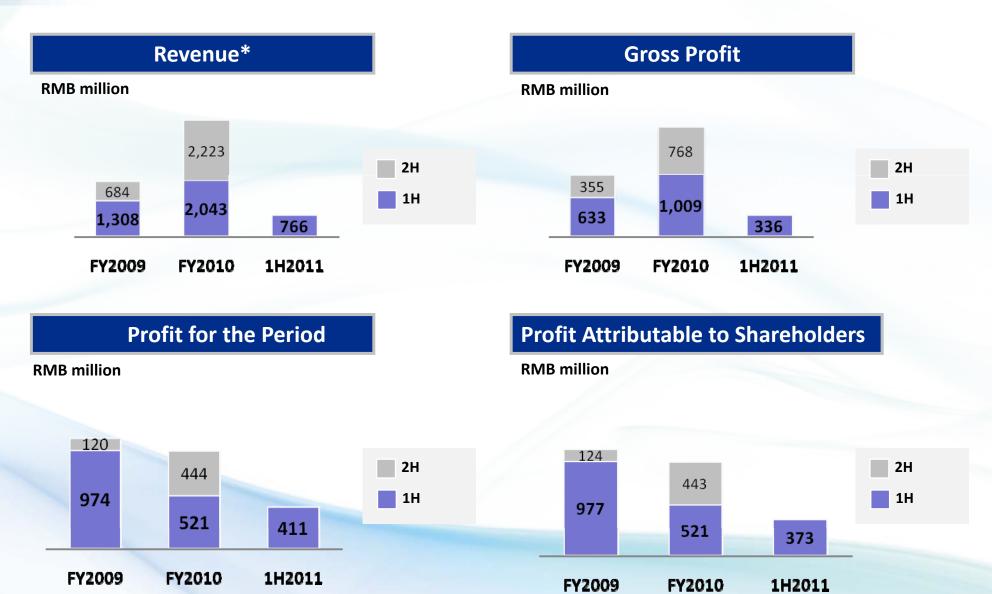
(+21.6 percentage points)







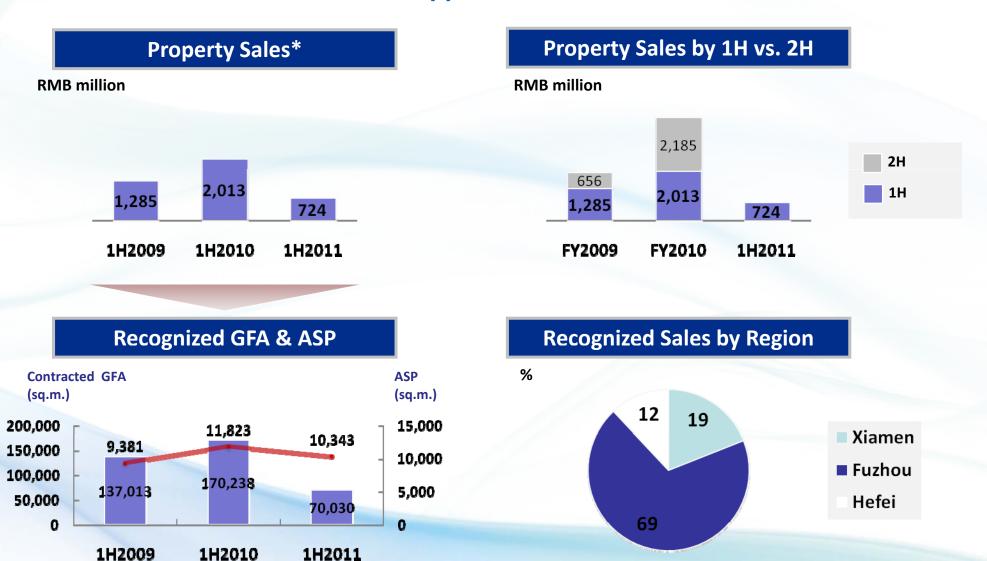
1H2011 KEY PROFIT&LOSS ITEMS





* After 5.5% Business Taxes

1H2011 REVENUE ANALYSIS: (I) RECOGNIZED PROPERTY SALES

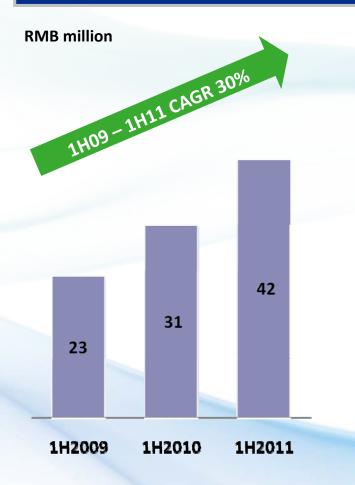




* After 5.5% Business Taxes

1H2011 REVENUE ANALYSIS : (II) RENTAL INCOME & OTHERS

Rental Income & Others



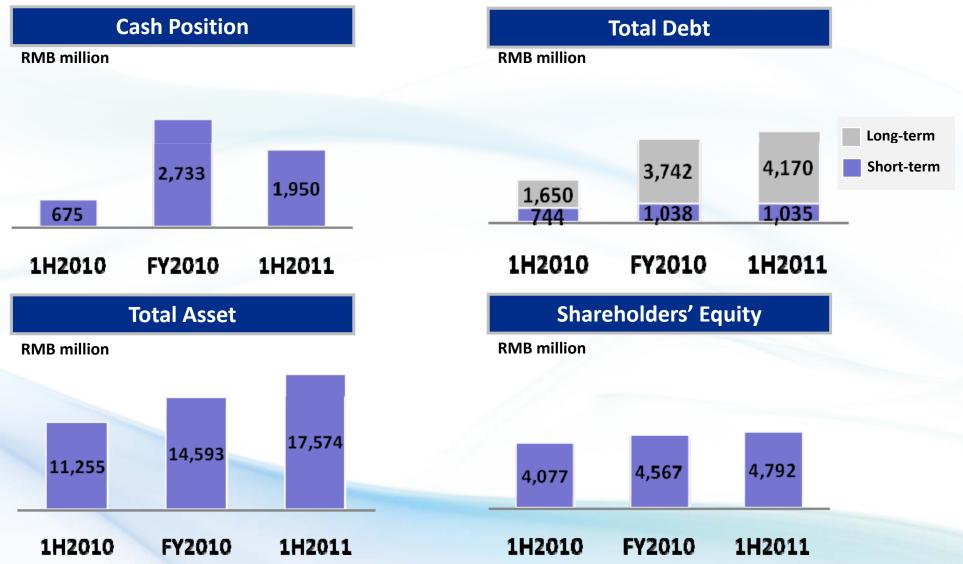


Yuzhou World Trade Center

Site Area	19,454 sq.m.					
Total GFA	204,476 sq.m. (Residential: 135,769)					
Property	Phase I	46,445 sq.m.	Occupancy rate: 100%			
Investment	Phase II	22,262 sq.m.	Occupancy rate: 82%			

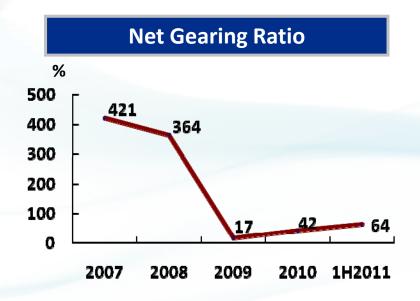


1H2011 KEY BALANCE SHEET ITEMS

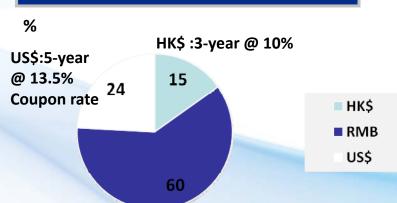




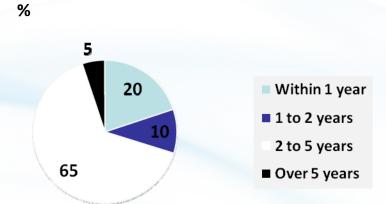
1H2011 STABLE FINANCIAL POSITION



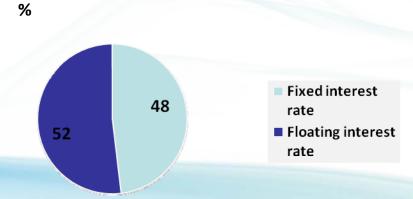
Debt Profile by Currency



Debt Profile by Maturity



Debt Profile by Type





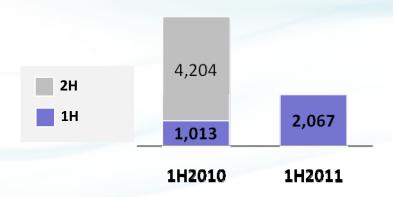




1H2011 CONTRACTED SALES +104% YEAR-ON-YEAR

Contracted Sales (1H2010 vs. 1H2011)

RMB million



# of Cities	4	4
# of Projects	8	10
ASP (RMB/sq.m.)	11,475	10,365

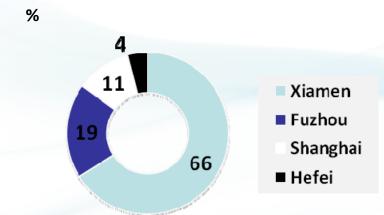


#	Project	City	Contracted Sales	As of Total	Contracted GFA	Contracted ASP
			(RMB mn)	(%)	(sq.m.)	(RMB/sq.m.)
1	Yuzhou University City Phase II	Xiamen	382	19%	53,502	7,155
2	Yuzhou University City Phase I	Xiamen	43	2%	1,962	21,861
3	Yuzhou Castle above City	Xiamen	323	16%	19,777	16,326
4	Yuzhou Oriental Venice Phase I	Fuzhou	14	1%	1,520	9,083
5	Yuzhou Oriental Venice Phase II	Fuzhou	319	15%	20,031	15,913
6	Yuzhou Gushan No.One	Fuzhou	205	10%	10,267	19,935
7	Others	Xiamen	94	5%	16,147	5,850
	West Strait Economic Zone		1,380	67%	123,206	11,203
8	Yuzhou Jingqiao Intl. Phase II	Shanghai	5	0%	182	28,224
9	Yuzhou Jinqiao Intl. Phase IV (Land Dream)	Shanghai	343	17%	16,057	21,366
10	Yuzhou Skyline Phase I	Hefei	216	10%	39,944	5,401
11	Yuzhou Skyline Phase I I	Hefei	123	6%	20,071	6,132
	Yangtze River Delta		687	33%	76,255	9,010
	Total		2,067	100%	199,461	10,365

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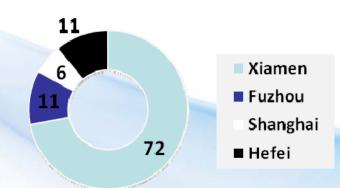
MORE DIVERSIFIED REVENUE STREAMS

2010 Contracted Sales by City



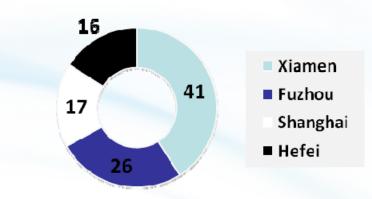
2010 Contracted GFA by City

%



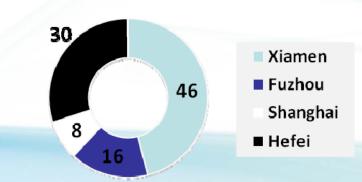
1H2011 Contracted Sales by City

%



1H2011 Contracted GFA by City

%





1H2011 SELL-THROUGH RATE REACHED 68%

The Average Sell-through Rate is 68%





LAND REPLENISHMENT IN 1H2011

Date of Acquisition	City	Project Type	Methodology	Total Saleable GFA (sq.m.)	Average Land Cost (RMB/sq.m.)
Mar 2011	Shanghai	SOHO/Serviced Apt	Merger & Acquisition	211,418	1,324
May 2011	Quanzhou	Resi/Com/Retail	Participation with local Government	491,800	338
	Total			703,218	634

Yuzhou Jinshan Site (禹洲·金山地塊)

Yuzhou City Plaza Phase I (禹洲·城市广场一期)

Commence in Oct 2011

Pre-sale in 2H 2012

Commenced in Jul 2011

Pre-sale in Nov 2011



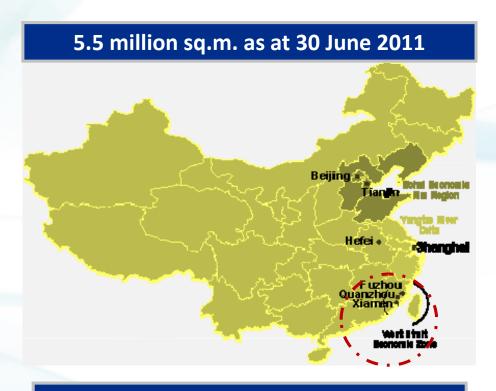
Total Site Area	174,814 sq.m.
Estimated ASP Range:	RMB10,000+/sq.m.



Total Site Area	125,000 sq.m.
Estimated ASP Range:	RMB5,000-6,000/sq.m.



SNAPSHOT OF LAND BANK



Unit Cost of Land Bank as % Contracted ASP



FY2006 FY2007 FY2008 FY2009 FY2010 1H2011

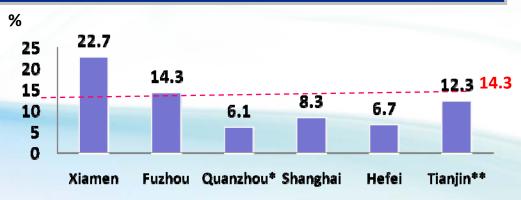


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	City	Total Saleable GFA (sq.m.)	Land Cost (RMB/sq.m.)
Pan – Bohai Rim	Tianjin	449,793	668
Vanatas Diver Dalta	Shanghai	600,374	1,789
Yangtze River Delta	Hefei	1,147,808	377
	Xiamen	2,464,491	2,098
West Strait Economic Zone	Fuzhou	340,291	2,415
Zone	Quanzhou	491,800	338
Projects with Primary	Beijing	Site Area: 1,9	46,676 sq.m.
Land Development Oualification	Quanzhou	Site Area: 7	81,413 sq.m.

Unit Cost of Land Bank as % 1H2011 Contracted ASP



^{*} Using the market ASP of Quanzhou in 1H2011

Qualification

^{**} Using the market ASP of Tianjin in 1H2011

ABILITY TO OBTAIN SUSTAINABLE PROJECT FINANCE

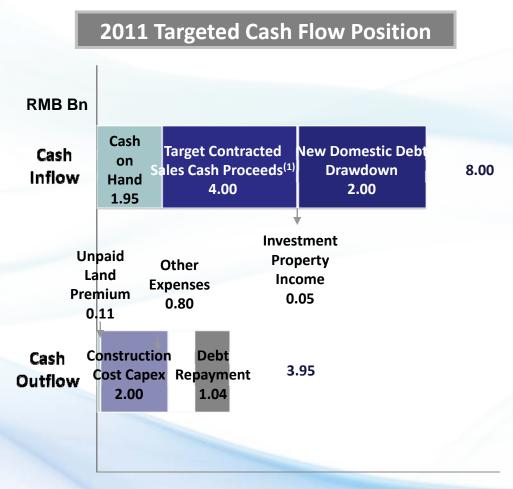
#	Lending Banks	City	Credit Facilities (as of 30 June, RMB mn)	Used Facilities (as of 30 June, RMB mn)	Remaining Facilities (as of 30 June, RMB mn)
1	Bank of Comm	Hefei	300	150	150
2	Minsheng Bank	Xiamen	11	11	-
3	Bank of Shanghai	Shanghai	225	212	13
4	Industrial Bank	Xiamen	250	100	150
5	ICBC	Xiamen	1,500	-	1,500
6	ССВ	Xiamen	2,000	1,240	760
7	ABC	Xiamen	750	133	617
8	ABC	Hefei	200	135	65
9	вос	Xiamen	920	740	180
	Total		6,156	2,721	3,435



#	Trust Company	City	Trust Amount (RMB mn)	Trust Tenure	Interest Rate (%) per annum
1	Sichuan Trust	Xiamen	300	May 2011 – May 2012	8.3%



SOLID & HEALTHY CASH POSITION



	KIVID DII
Cash on Hand (30 June 2011)	1.95
2H Cash Proceeds from Target Contracted Sales (1)	4.00
2H Investment Property Income	0.05
2H New Domestic Debt Drawdown	2.00
2H Unpaid Land Premium ⁽²⁾	0.11
2H Construction Cost Capex	2.00
2H Other Expenses - Interest, Tax and Others	0.80
2H Debt Repayment	1.04
Projected Cash on Hand (Dec 2011)	4.05

Notes

- 1. Actual cash proceeds from targeted contracted sales of 4.5bn is expected to be lower
- 2. Not taking into account of new land acquisition in 2H2011



RMR Rn



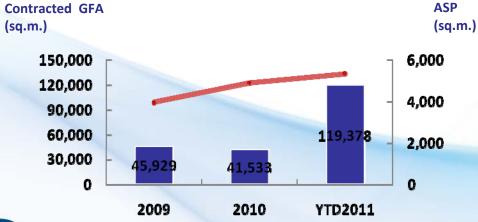


2H2011: FLEXIBLE PRICING FOR MASS PRODUCTS

Hefei Yuzhou Skyline (合肥禹洲·天境)



Contracted Sales of Yuzhou Skyline



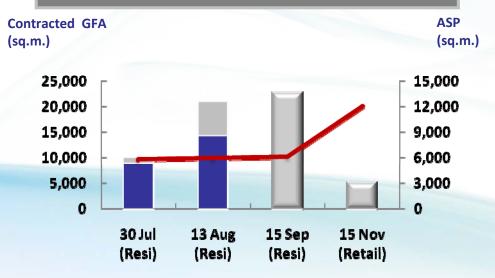
禹洲地産股份有限公司 YUZHOU PROPERTIES COMPANY LIMITED

Xiamen Yuzhou Sunshine Garden (厦门禹洲・阳光花城)



	Acquisition	Jun 2010	
	Construction	Feb 2011	
11	Pre-sale	Jul 2011	
	Total	Resi: 53,472	
	Saleable GFA (sq.m.)	Retail: 5,063	

Contracted Sales of Yuzhou Sunshine Garden



2H2011: HOLDING POWER FOR SCARCE RESOURCES

Yuzhou Golf (禹洲・高爾夫)



- The unique golf villas with a panoramic view of 194km coastline the only one in West Strait Economic Zone
- Next door to Xiamen Orient Golf Club, conveniently access to the unreplicable resources

Total Site Area		55,986 sq.m.		Original Schedule	Revised Schedule
Total Saleable	Villa	Approx. 43,400 sq.m.	Holding Power	Jul 2011	Sep 2011
GFA	Apts	Approx. 46,500 sq.m.	Cash Flow	Dec 2011	Aug 2011



FLEXIBLE STRATEGY LED TO IMPROVED AUGUST SALES





INCREASING LAUNCHES IN THE COMING MONTHS

		CITY	TVDF	PRODUCT	Available	LAUNCH SCHEDULE				
		CITY	TYPE PRO		GFA (sq.m.)		Oct	Nov	Dec	
1	Yuzhou University City	Xiamen	Existing	Apt/Retail	54,720		I 	! !		
2	Yuzhou Golf	Xiamen	New Launch	Villa/Apt	88,900			<u> </u>		
3	Yuzhou Sunshine Garden	Xiamen	New Launch	Apt/Retail	30,125		 - 	! !		
4	Yuzhou Shoreline	Xiamen	New Launch	Apt/Retail	101,996			i		
5	Yuzhou Pacific Creek Uptown	Xiamen	New Launch	Villa	36,667				_	
5	Yuzhou Gushan No. One	Fuzhou	Existing	Villa	30,763			<u> </u>		
6	Yuzhou Oriental Venice	Fuzhou	Existing	Villa/Apt	24,557		 	! !		
7	Yuzhou City Plaza	Quanzhou	New Launch	Apt/Retail	92,347		1 1 1 1	 	_	
8	Yuzhou Jinqiao International	Shanghai	Existing	SOHO/Retail	12,820			i !		
9	Yuzhou Skyline	Hefei	Existing	Apt/Retail	155,587			i !		
		Total			628,482					



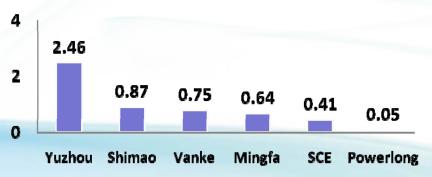
MARKET LEADERSHIP IN XIAMEN, FUJIAN PROVINCE



- 1 Yuzhou University City 禹洲·大學城
- 2 Yuzhou Sunshine Garden 禹洲·陽光花城
- 3 Yuzhou Shoreline 禹洲・尊海
- 4 Yuzhou Pacific Creek Uptown 禹洲・溪堤尙城
- 5 Yuzhou Golf 禹洲・高爾夫
- **6** Yuzhou Castle above City 禹洲・城上城
- 7 Yuzhou World Trade Center 禹洲・世貿中心

Largest Land Bank in Xiamen

Million sq.m.



Source: Listed companies annual reports & interim reports

COMPLETION SCHEDULE

	Project Name	City	Attr'	Product		1H2011 (sq.m.)		2H2011 (sq.m.)	
	Project Name	City	Interest (%)	Product		Total GFA	Saleable GFA	Total GFA	Saleable GFA
1	Yuzhou University City	Xiamen	100%	Apt/Retail		<u>.</u>	 	245,377	207,921
2	Yuzhou Castle above the City	Xiamen	98%	Apt/Retail	 	-	 	192,433	130,262
3	Yuzhou Gushan No. One	Fuzhou	60%	Villa	 	133,800	79,923	-	-
4	Yuzhou Oriental Venice	Fuzhou	80%	Villa/Apt	 	82,309	72,757	-	-
5	Yuzhou Land Dream	Shanghai	100%	SOHO/Retail	 	-	<u> </u>	51,137	40,381
6	Yuzhou Skyline I	Hefei	100%	Apt/Retail		170,179	99,347	-	_
7	Yuzhou Skyline I I	Hefei	100%	Apt/Retail	i ! !		ر	94,735	60,828
	Total						252,027	583,682	439,392



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YUZHOU PROPERTIES COMPANY LIMITED

LAND BANKING STRATEGY



Focus on the West Strait Economic Zone

To solidify the long-time market leadership
To expand into lower-tier cities such as Zhangzhou



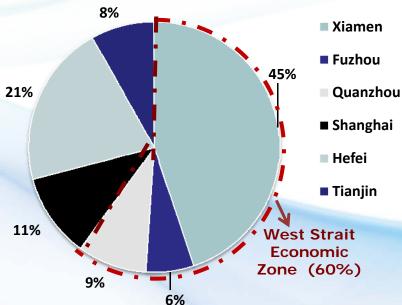
Penetrate to existing cities in other regions

To leverage on the established networks & resources To build the brand image in local markets

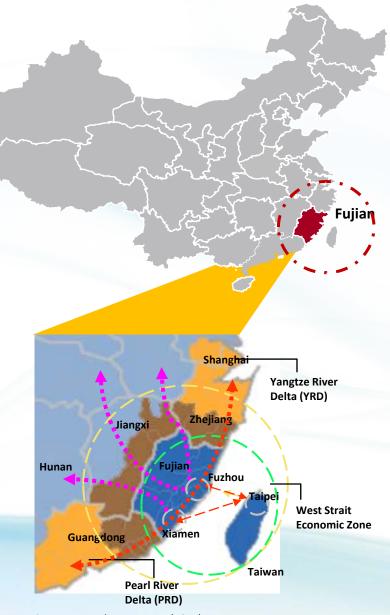


Stick to our core competency

To acquire land through Merger & Acquisition and participation in the government projects







Note 1: Economic Cooperation Framework Agreement (ECFA)

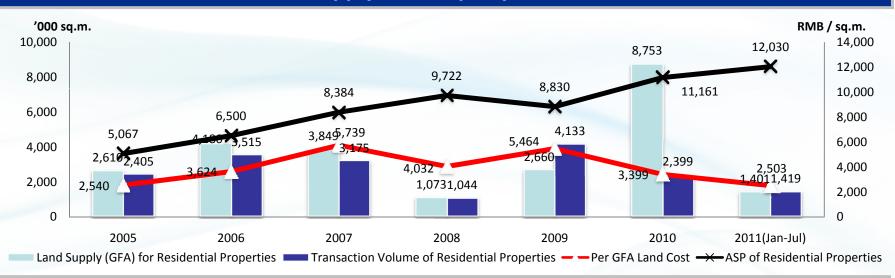
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XIAMEN PROPERTY MARKET OVERVIEW

Residential Land Supply and Property Transactions in Xiamen



Monthly Transaction Volume and ASP of Residential Properties (FY 2010)





FUZHOU PROPERTY MARKET OVERVIEW

Residential Land Supply and Property Transactions in Fuzhou



Monthly Transaction Volume and ASP of Residential Properties (FY 2010)







SHANGHAI PROPERTY MARKET OVERVIEW

Residential Land Supply and Property Transactions in Shanghai



Monthly Transaction Volume and ASP of Residential Properties (FY 2010)





HEFEI PROPERTY MARKET OVERVIEW

Residential Land Supply and Property Transactions in Hefei



Monthly Transaction Volume and ASP of Residential Properties (FY 2010)





DETAILED LAND BANK TABLE

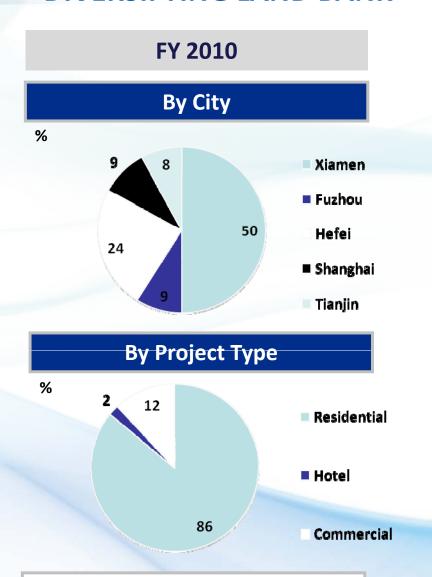
Project	Site Area	Location	Unit Land Cost	Total GFA	Total Saleable GFA	Sold & Delivered GFA	Pre-sold GFA	Unsold GFA held for Sale	Unsold GFA held for Investment	Land Reserve	Interest in the Project
	(sq.m.)		(RMB/sq.m.)	(sq.m.)	(sq.m.)	(sq.m.)	(sq.m.)	(sq.m.)	(sq.m.)	(sq.m.)	%
Completed Projects											
Yuzhou Overseas City	27,703	Xiamen	830	239,627	236,745	235,644	-	-	1,101	1,101	100%
Yuzhou Shuilian Manor	12,909	Xiamen	910	29,126	27,325	27,146	179	-	-	179	100%
Yuzhou Hai Tian Plaza	6,316	Xiamen	396	65,104	64,575	62,250	-	1,464	861	2,325	100%
Yuzhou Harbour City	20,089	Xiamen	761	191,649	186,013	186,013	-	-		<u>-</u>	60%
Yuhzou New City	25,610	Xiamen	647	93,473	90,770	86,730	96	262	3,682	4,040	100%
Yuhzou Garden	27,345	Xiamen	586	92,888	92,119	89,684	280	463	1,692	2,435	100%
Galaxy Garden	26,367	Xiamen	1,718	93,925	91,689	84,017	3,036	4,636	-	7,672	100%
Yuzhou New Manor	45,619	Xiamen	493	118,892	118,652	118,590	_	62		62	100%
Yuzhou World Trade Center	19,454	Xiamen	845	204,476	182,640	108,368	10,344	14,828	49,100	74,272	100%
Yuzhou Golden Seacoast	70,793	Xiamen	1,611	245,073	223,679	172,183	2,124	17,722	31,650	51,496	100%
Projects Under Development											
Yuzhou University City	90,750	Xiamen	949	480,252	458,621	192,754	123,316	135,455	7,096	265,867	100%
Yuzhou International Hotel	60,018	Xiamen	1,175	125,221	102,142	-	-	-	102,142	102,142	100%
Yuzhou castle above City	52,715	Xiamen	1,609	193,767	189,222	_	88,178	85,889	15,155	189,222	98%
Yuzhou Square	3,333	Xiamen	2,417	60,251	57,861	-	-	-	57,861	57,861	100%
Yuzhou Golf	55,986	Xiamen	1,490	89,956	89,956	_	_	89,956	-	89,956	100%
Yuhzou Shoreline	107,622	Xiamen	3,436	473,184	436,526	-	-	422,126	14,400	436,526	100%
Yuhzou Sunshine Garden	22,868	Xiamen	1,585	59,290	58,535	-	-	58,535	-	58,535	100%
Yuhzou Jinqiao International	49,738	Shanghai	1,242	234,484	230,955	128,864	19,235	29,776	53,080	102,091	100%
Yuzhou Skyline	446,757	Hefei	377	1,230,259	1,222,859	75,051	66,605	983,903	97,300	1,147,808	100%
Oriental Venice	706,397	Fuzhou	2,568	365,512	355,431	85,968	37,960	215,770	15,733	269,463	80%
Yuzhou Gushan No. One	234,160	Fuzhou	1,831	87,576	79,993	9,165	23,652	47,176	_	70,828	60%
Projects Held for Future Developm	ent										
Yuzhou F1 Plaza	15,652	Xiamen	3,087	97,200	73,200	-	-	73,200	-	73,200	100%
Yuzhou Central Coast	123,240	Xiamen	2,557	700,000	535,000	-	_	510,000	25,000	535,000	100%
Yuzhou Pacific Creek Uptown	284,414	Xiamen	1,696	512,600	512,600	-	_	432,100	80,500	512,600	100%
Yuzhou Kangqiao	12,955	Shanghai	3,554	49,241	49,241	_	_	49,241	-	49,241	100%
Yuhzou Commercial Plaza	40,911	Shanghai	2,367	110,460	110,460	-	_		110,460	110,460	100%
Yuzhou Financial Tower	6,818	Shanghai	2,616	28,670	28,670		-	28,670	_	28,670	100%
Yuzhou Lin'gang Center	50,628	Shanghai	1,444	99,663	98,494	-	-	63,217	35,277	98,494	100%
Jinshan Site	174,814	Shanghai	1,324	211,418	211,418	_	-	211,418	-	211,418	100%
Tianjin Tuanbo Site	126,027	Tianjin	896	179,450	179,450	-	_	179,450	-	179,450	100%
Yuzhou Zunfu	135,173	Tianjin	1,246	270,343	270,343	_	-	270,343	-	270,343	100%
Yuzhou City Plaza Phase I	125,000	Quanzhou	338	491,800	491,800	-	-	491,800	-	491,800	100%
Total	3,814,781		_	7,524,830	7,156,984	1,662,427	375,005	4,417,462	702,090	5,494,557	
Projects with Primary Land Develo	pment Qualification										
Yuzhou City Plaza	781,413	Quanzhou	N/A	1,746,200	1,746,200	-	-	1,746,200		1,746,200	100%
Yuzhou Beijing Project	1,946,676	Beijing	N/A	1,946,676	1,946,676	-	-	1,946,676		1,946,676	100%
Total	2.728.089			3.692.876	3.692.876		_	3.692.876	-	3.692.876	





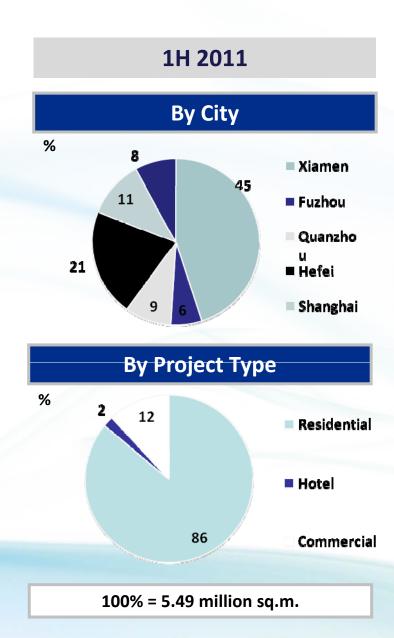
(Stock code: 01628.HK)

DIVERSIFYING LAND BANK









1H 2011 KEY FINANCIALS

For the period ended 30 Jun

	1H2011	1H2010	Change (%)
Revenue (RMB'000)	766,271	2,043,877	-63%
Gross Profit (RMB'000)	336,352	1,009,212	-67%
Gross Profit Margin (%)	44%	49%	-5 pp
Net Profit (RMB'000)	373,101	520,666	-28%
EPS (RMB/share)	0.16	0.22	-27%
DPS (RMB/share)	0.16	0.22	-27%



1H 2011 KEY FINANCIALS

(RMB'000)	As at 30 Jun 2011	As at 31 Dec 2010	Change (%)
Total current assets	13,006,265	10,881,309	+20%
Total non-current assets	4,567,805	3,711,283	+23%
Total current liabilities	7,653,991	5,483,550	+40%
Total non-current liabilities	4,833,446	4,285,013	+13%
Total equity	5,086,633	4,824,029	+5%
Cash and bank balances	1,950,302	2,732,669	-29%
Restricted Cash	40,858	13,223	+209%
Short Term Debt	1,034,897	1,038,023	0%
Long Term Debt	4,169,484	3,741,747	+11%
Net Debt	3,254,579	2,033,878	+60%
Net Gearing Ratio(%)	64%	42%	+22pp
Return on Equity*(%)	16%	23%	-7рр



*Note: Annualized

1H 2011 REVENUE BREAKDOWN

(RMB'000)	1H2011	1H2010	Change	100%=RMB 1	766 million 100%=R	MB 2,044 million
Sales of properties	724,344	2,012,761	-64%	95% -	3%	1%
Rental income	19,827	17,026	+16%	90% -		
Property management fees	22,100	14,090	+57%	85% -	95%	98%
Total	766,271	2,043,877	-63%	80%	H 2011	1H 2010

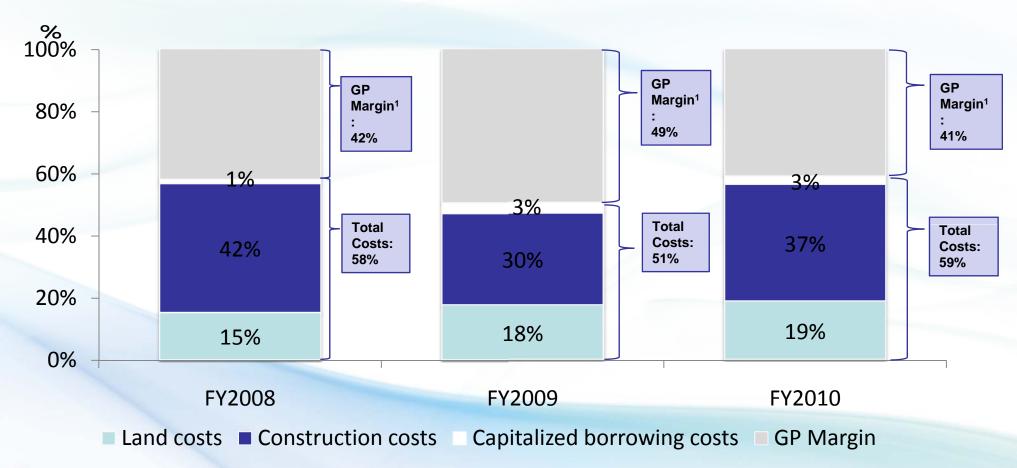


Property management fees

■ Sales of properties ■ Rental income

COST STRUCTURE

Cost of Properties Sold as a % of Revenue from Sale of Properties (FY2008 vs. FY2009 vs. FY2010)





Note 1: Gross Profit Margins from Property Sales