



2015 Interim Results Presentation

24 August 2015



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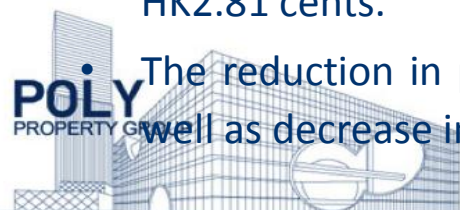
Financial Summary



Turnover

Consolidated Income				
		1H 2015	1H 2014	FY2014
Turnover	(HK\$ million)	7,489	11,209	28,509
Gross Profit	(HK\$ million)	1,273	2,817	5,647
Overall Gross Profit Margin	(%)	17.00	25.10	19.80
Profit Attributable to Shareholders	(HK\$ million)	103	1,133	930
Basic EPS	(HK cent)	2.81	31.10	25.49

- For the first half of 2015, the Group's turnover was approximately HK\$7,489 million, representing a decrease of 33% as compared with the corresponding period last year;
- Gross profit was approximately HK\$1,273 million; Overall gross profit margin was 17%;
- Profit attributable to shareholders was approximately HK\$103 million. Basic earnings per share was HK2.81 cents.



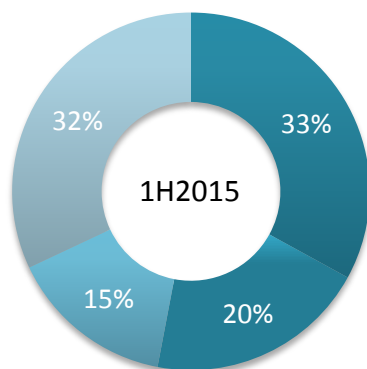
The reduction in profit attributable to shareholders was mainly due to decline in sales margin as well as decrease in revaluation gains from investment properties.

Recognized Sales – Property Development

- For the first half of 2015, recognized sales and the recognized area sold reached approximately RMB5.6 billion (HK\$7.1 billion) and 530,000 sq.m., respectively. The Recognized average selling price was approximately RMB10,487 per sq.m..

		1H 2015	1H 2014	1H 2013
Recognized Sales	(RMB billion)	5.6	8.8	8.3
Recognized Area Sold	('000 sq.m.)	530	690	820
Recognized Average Selling Price	(RMB/sq.m.)	10,487	12,651	10,109

Property Development Turnover: by Region



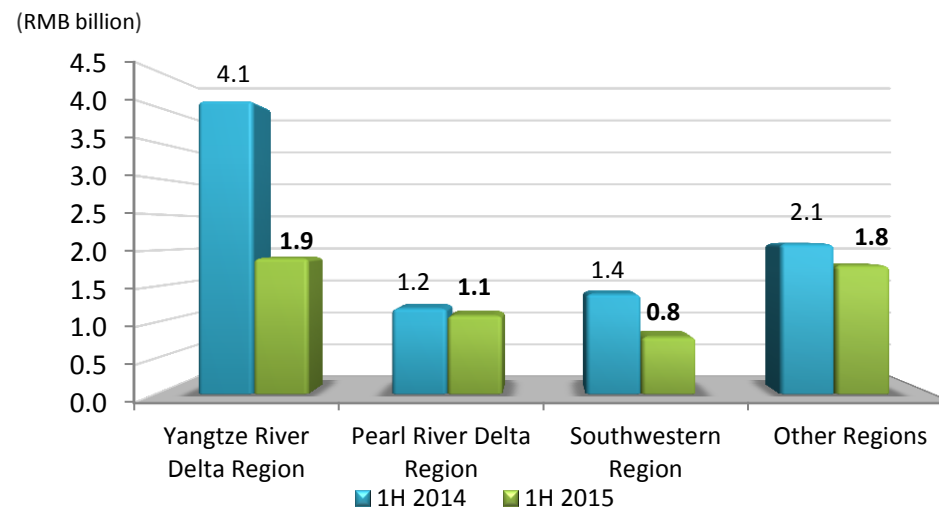
■ Yangtze River Delta Region ■ Pearl River Delta Region

■ Southwestern Region

■ Other Regions

Note: Including car parking spaces

Property Development Turnover by Region: YoY Comparison

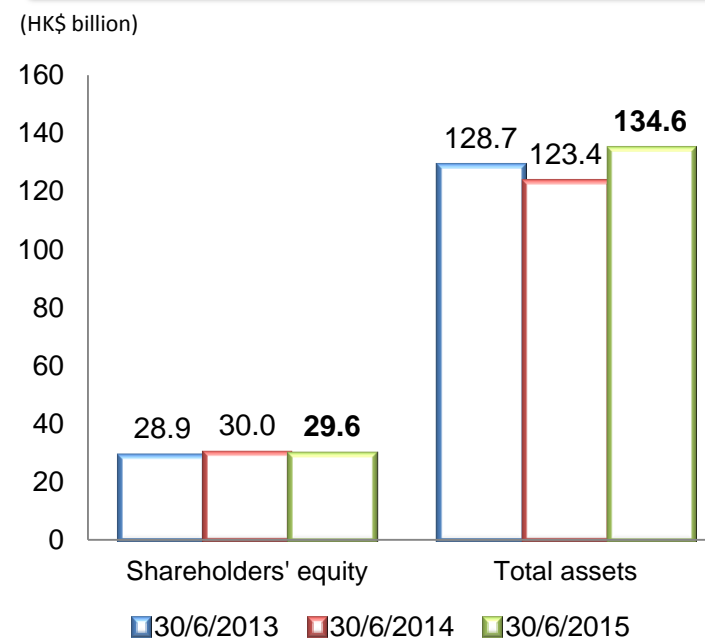


Assets and Liabilities

- As of 30 June 2015, total assets grew by approximately 4% to HK\$134.6 billion, from approximately HK\$129.4 billion at the end of 2014. Cash was approximately HK\$19.8 billion, up 11% compared to the beginning of the year. Shareholders' Equity reached approximately HK\$29.6 billion, and net asset value per share was approximately HK\$8.09, both remaining flat with the beginning of the year.

		30 Jun. 2015	31 Dec. 2014	Change (%)
Total assets	(HK\$ billion)	134.6	129.4	4.0%
--- inc. cash	(HK\$ billion)	19.8	17.8	11.2%
Total liabilities	(HK\$ billion)	100.9	95.3	5.9%
--- inc. borrowings from financial institutions and bonds	(HK\$ billion)	56.1	52.6	6.7%
Shareholders' equity	(HK\$ billion)	29.6	29.8	-0.7%
Net asset value per share	(HK\$)	8.09	8.14	-0.6%

Shareholders' Equity and Total Assets





Business Review



Business Review

- In the first half of 2015, the Group focused on “Inventory Clearance, Investment Control, Cost Reduction and Efficiency Enhancement, Innovation Development and On-going New Growth Engine Injection” to undertake its key objectives:

❖ Management

- “Inventory Clearance, Investment Control”: Responded to market changes proactively; Focused on accelerating the sell-through rate of the key projects.
- “Cost Reduction, Efficiency Enhancement”: Kept optimizing the capital structure; Extended the scale of the overseas financing steadily.
- “Innovation Development, On-going New Growth Engine Injection”: Strengthen strategic marketing thinking; Explore new business operation model.



Business Review

- In the first half of 2015, the Group focused on “Inventory Clearance, Investment Control, Cost Reduction and Efficiency Enhancement, Innovation Development and On-going New Growth Engine Injection” to undertake its key objectives:

❖ Branding and Marketing

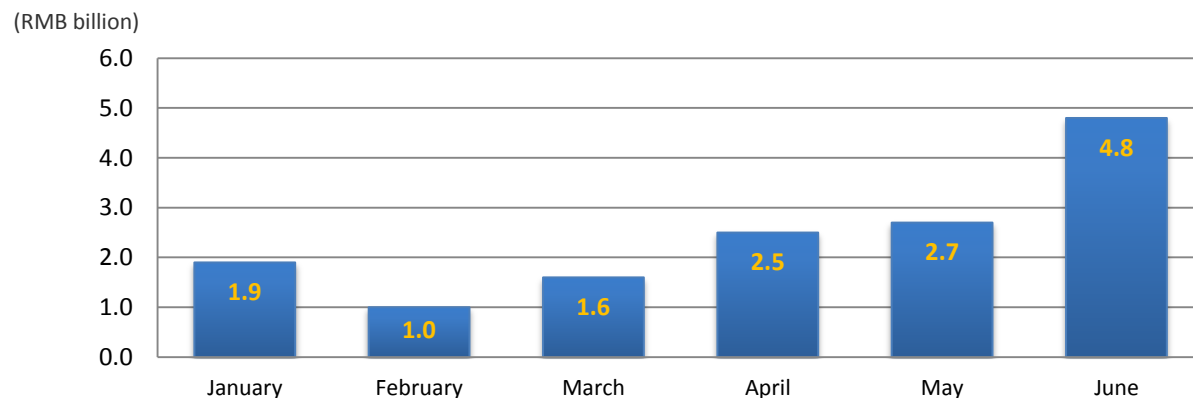
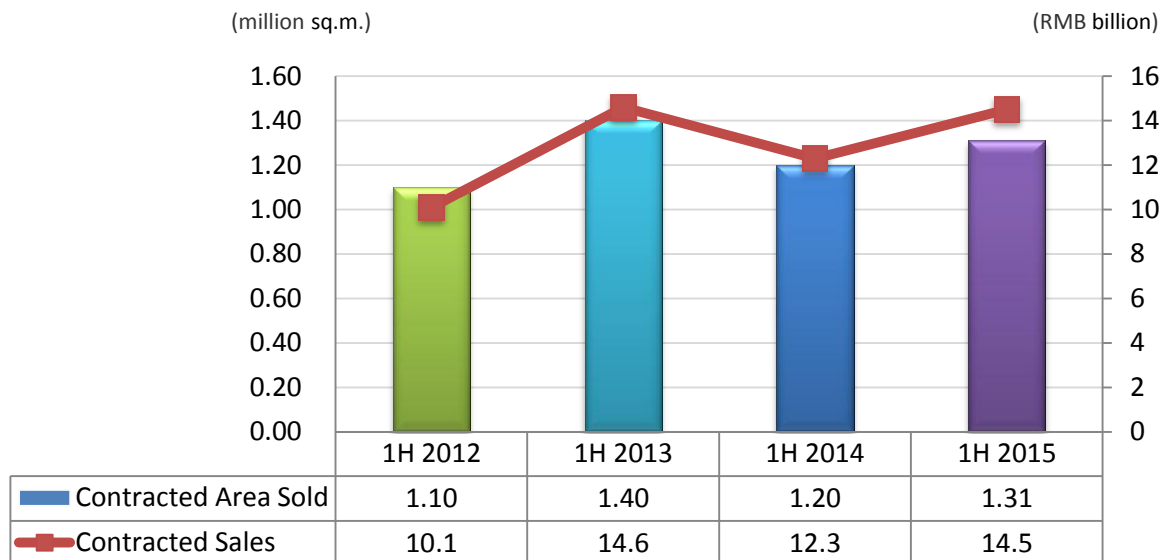
- The Group launched and executed brand marketing across different regions under its “market-oriented and quality-focused” business philosophy, while focusing on improving its professional capacity gradually.
- “Share with You” was presented as the Group’s leading marketing theme of the year. Innovative marketing was conducted proactively to enhance the potential buyers’ experiences at the show room areas.



Contracted Sales

- During the period, contracted sales amounted to approximately RMB14.5 billion and the contracted area sold amounted to 1.31 million sq.m..
- A total of 43 projects were put up for sale with 2 debut launches.

Contracted Sales and Contracted Area Sold



New Launches

Debuted on June 7, 2015

Debuted on June 27, 2015

Second Half of 2015



Shenzhen Poly Joy-Zone

- Recorded a subscription rate of 93% on the first day of debut.
- Primarily high-rise apartments, 68-118 sq.m..



Ningbo Poly Wonderland

- Recorded a subscription rate of 95% on the first day of debut.
- Primarily mid- to high-rise apartments, mainly 140 sq.m..

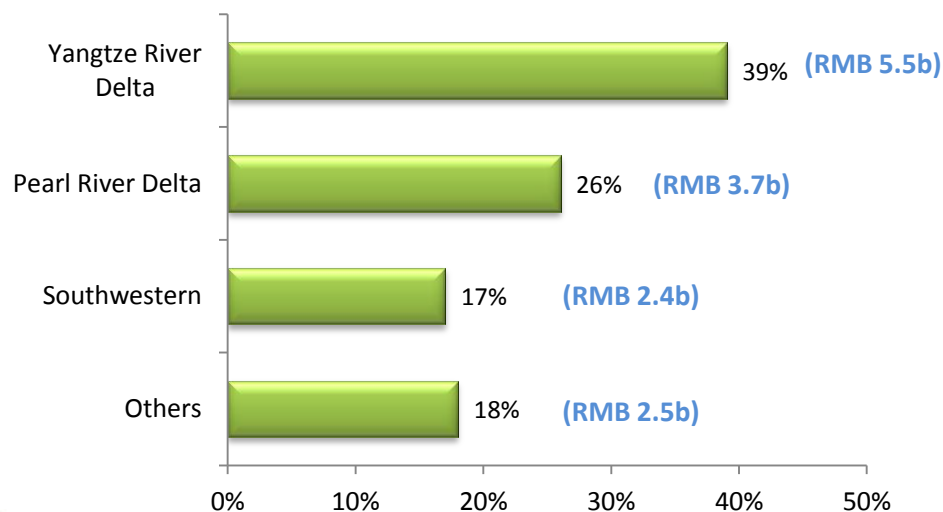


- Planning to launch 6 new projects in 2H 2015.
- Saleable area for the new launches will be approximately 400,000 sq.m..

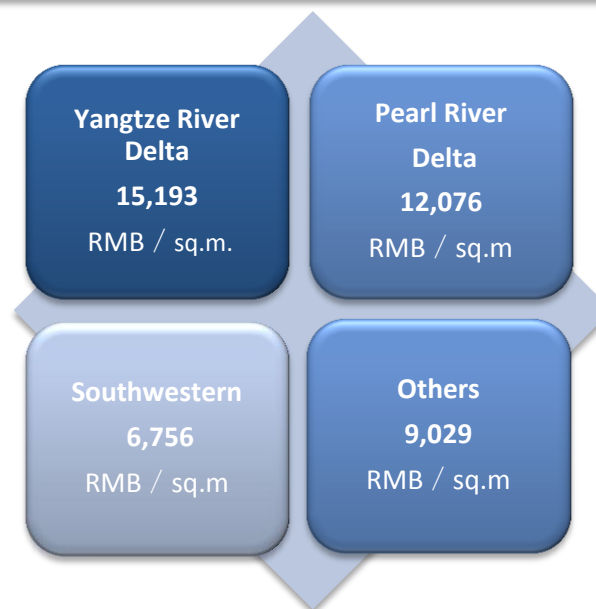
Contracted Sales – by Region

- The Group continued to carry out product positioning underlined by “genuine housing demand” and “first-time home buyers and upgraders”, steadily pushing forward the contracted sales across different regions through a variety of branding strategies. During the period, the top five cities by contracted sales were Shanghai, Suzhou, Shenzhen, Jinan and Guiyang.

1H 2015 Contracted Sales —
by Region



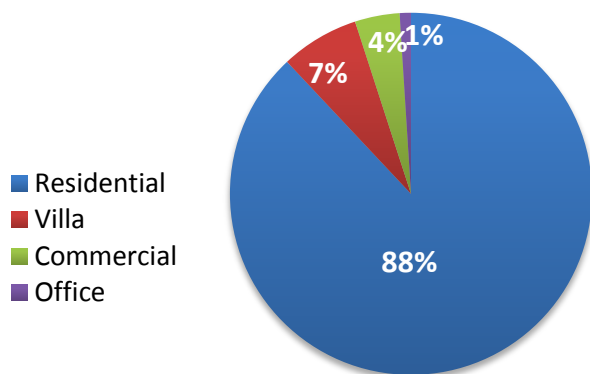
1H 2015 ASP of Contracted Sales —
by Region



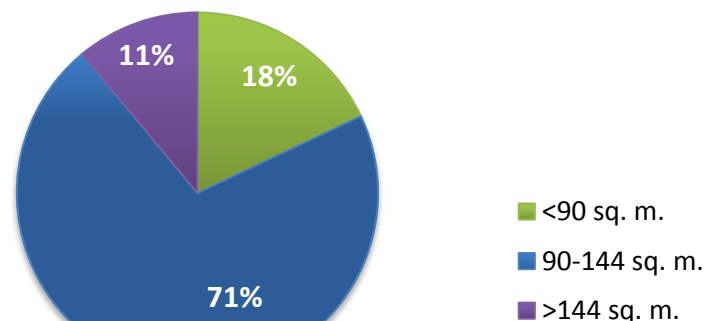
Contracted Sales – by Product

- During the period, residential units accounted for approximately 88% of the Group’s total contracted sales. By contracted area sold, units smaller than 90 sq.m. accounted for 18% of the total residential area sold; units from 90 to 144 sq.m. accounted for 71% (small-to-medium sized units accounted for 89% in total); and units larger than 144 sq.m. in size accounted for 11%.

1H 2015 Contracted Sales –
by Product Mix

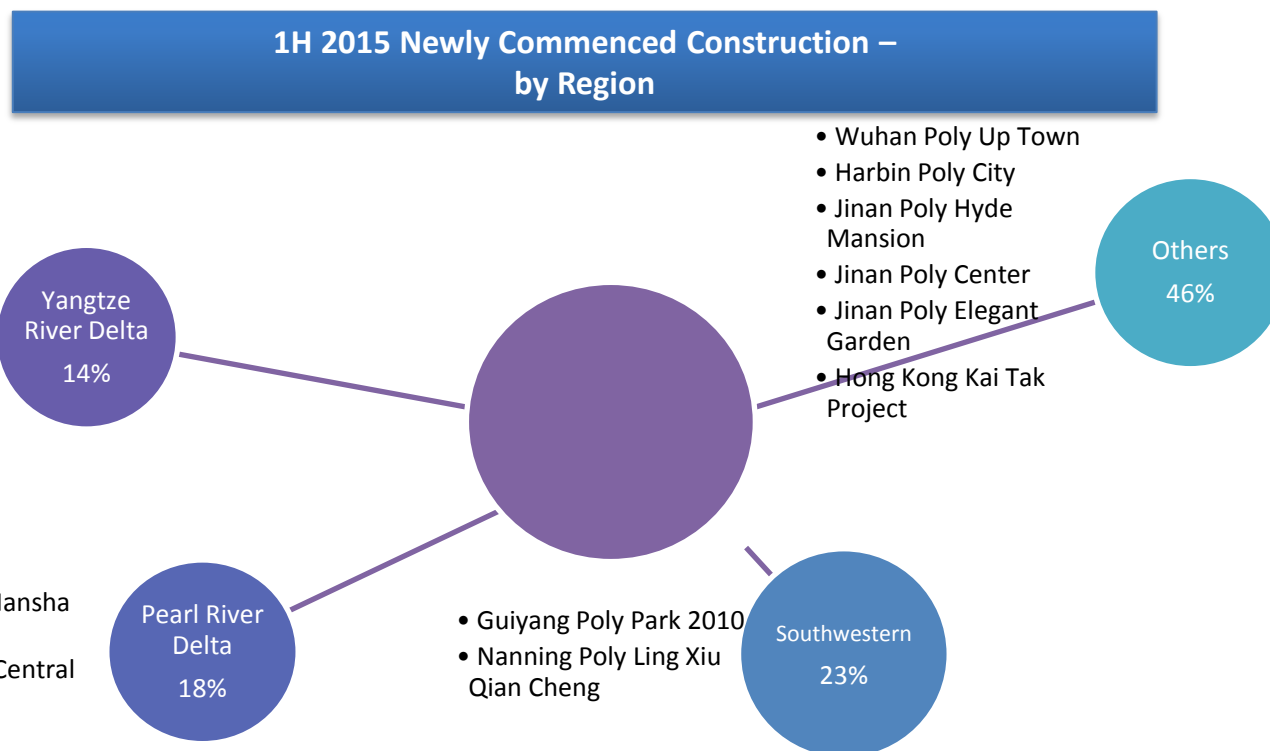


1H 2015 Contracted Sales –
Residential Units by Size



Newly Commenced Construction

- In the first half of 2015, construction commenced on 11 projects with an approximate GFA of 902,000 sq.m., 4 of which commenced construction for the first time.
- During the period, the completed gross floor area amounted to 385,000 sq.m..



New Land Reserves

- During the period, the Group obtained 2 land parcels which were located in Wuhan and Weihai, with a total gross floor area of approximately 374,000 sq.m..

New Land Reserves/Projects	Usage	Total Planned GFA ('000 sq.m.)	Interest Attributable to the Group	Current Status*
1. Wuhan Poly City, Phase II	Residential	243	68%	Under preparation
2. Weihai Poly Maple Valley	Residential	131	70%	Under preparation
Total		374		

Weihai Poly Maple Valley



Wuhan Poly City

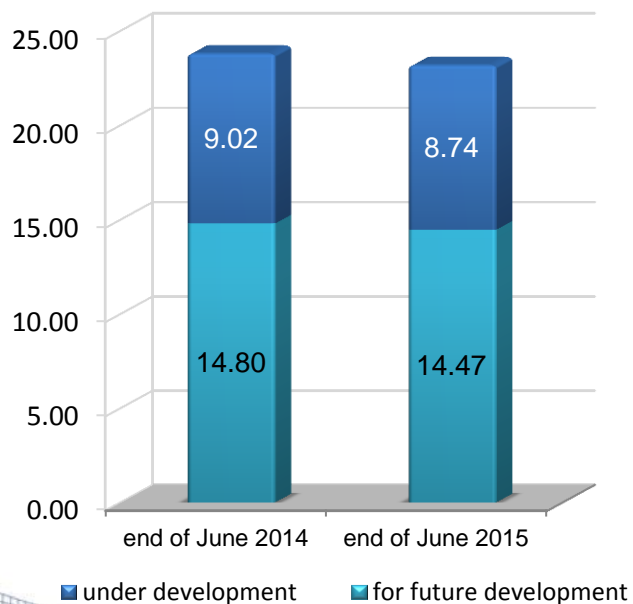


Land Bank Portfolio

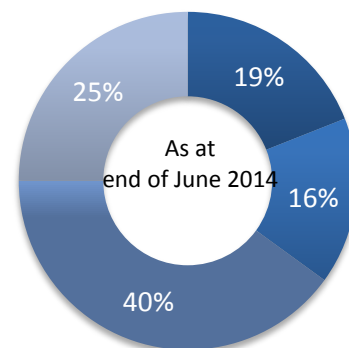
- As at the end of June 2015, the total land bank for projects under development and land reserved for future development was approximately 23.21 million sq.m., with the former accounting for 8.74 million sq.m. and the latter 14.47 million sq.m..

Land Bank Under Development And For Future Development

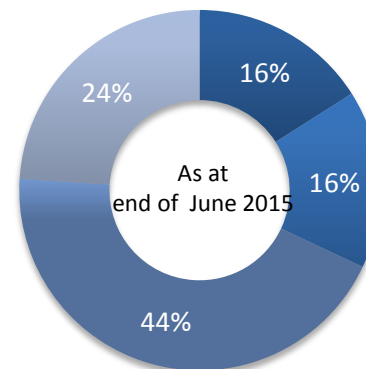
(million sq.m.)

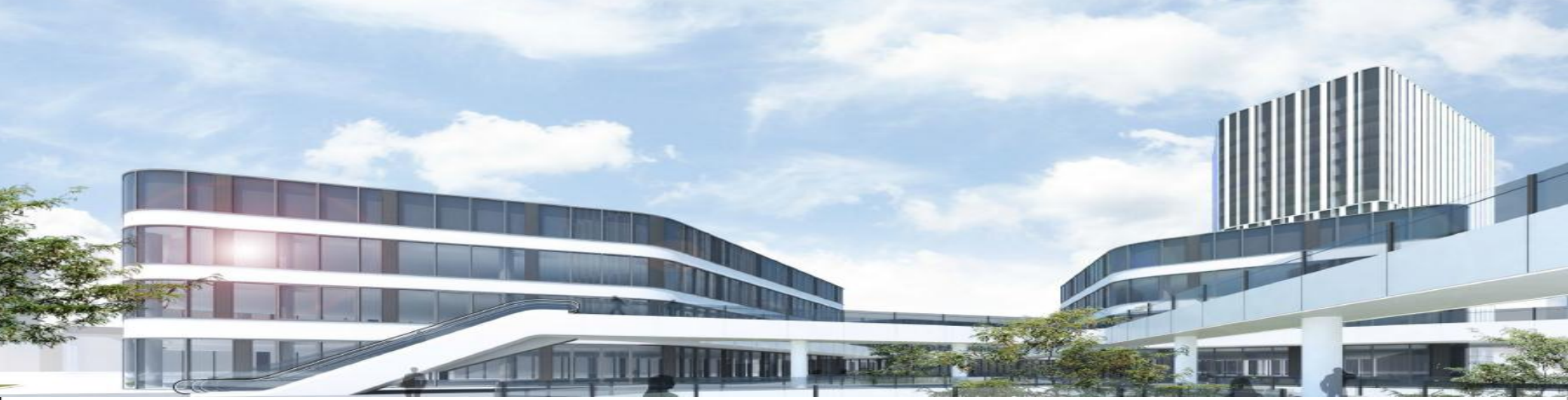


Total Land bank: by Region



- Yangtze River Delta Region
- Pearl River Delta Region
- Southwestern Region
- Other Regions





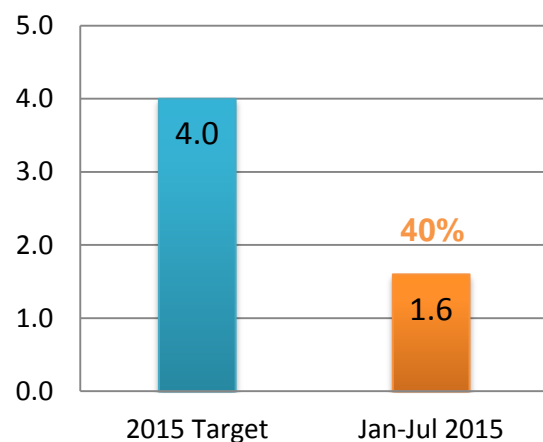
Outlook for 2H 2015

2015 Target and Completion Status

- As at the end of July 2015, the Group's newly commenced construction area was 1,600,000 sq.m., representing 40% of the Group's full-year target. Contracted area sold aggregated approximately 1,570,000 sq.m., and contracted sales reached approximately RMB 17.9 billion, representing 64% and 69% of the Group's full-year targets, respectively.

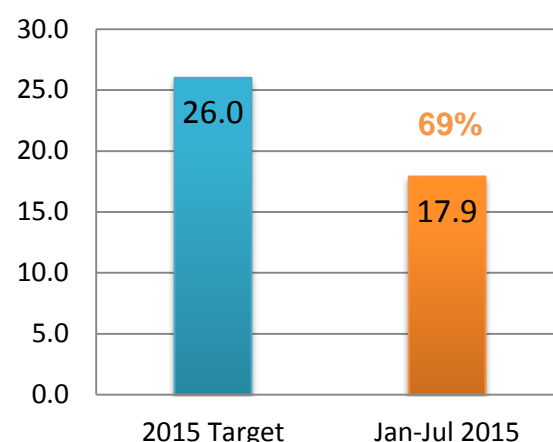
Newly Commenced Construction

(million sq.m.)



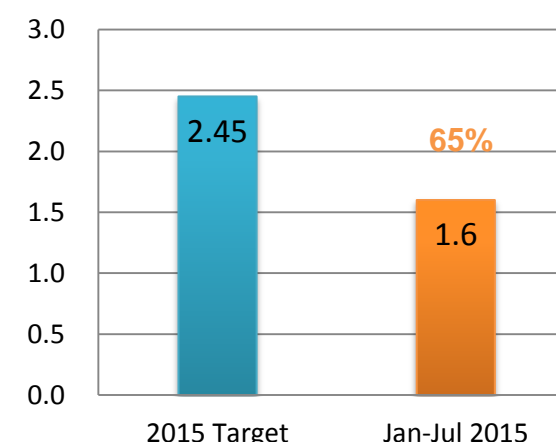
Recent and Target Contracted Sales

(RMB billion)



Recent and Target Contracted GFA

(million sq.m.)



2H 2015 Saleable Resources and Sales Pipeline

Wuhan Poly Up Town



Harbin Poly City



Harbin

Shanghai Poly Greenland Plaza



- Saleable resources in 2H 2015 will be approximately 2.90 million sq. m. including 6 debut launches in the sales pipeline.

Shanghai Poly International Plaza



Nanning Poly Ling Xiu Qian Cheng



Wuhan

Shanghai

Nanning

Guangzhou

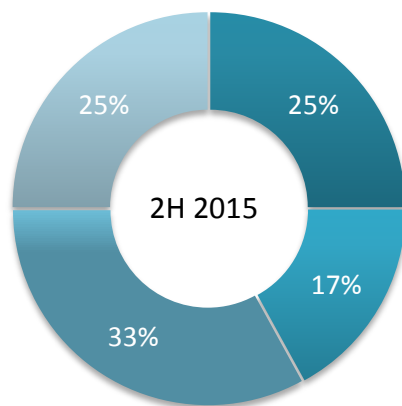
Guangzhou Poly Gratified West Bay



2H 2015 Saleable Resources and Sales Pipeline

- During the second half of 2015, 6 debut projects and 38 continuing projects are expected to be launched, with a total saleable GFA of approximately 2.90 million sq.m..

2H 2015 Saleable GFA: by Region



■ Yangtze River Delta ■ Pearl River Delta
■ Southwestern ■ Others

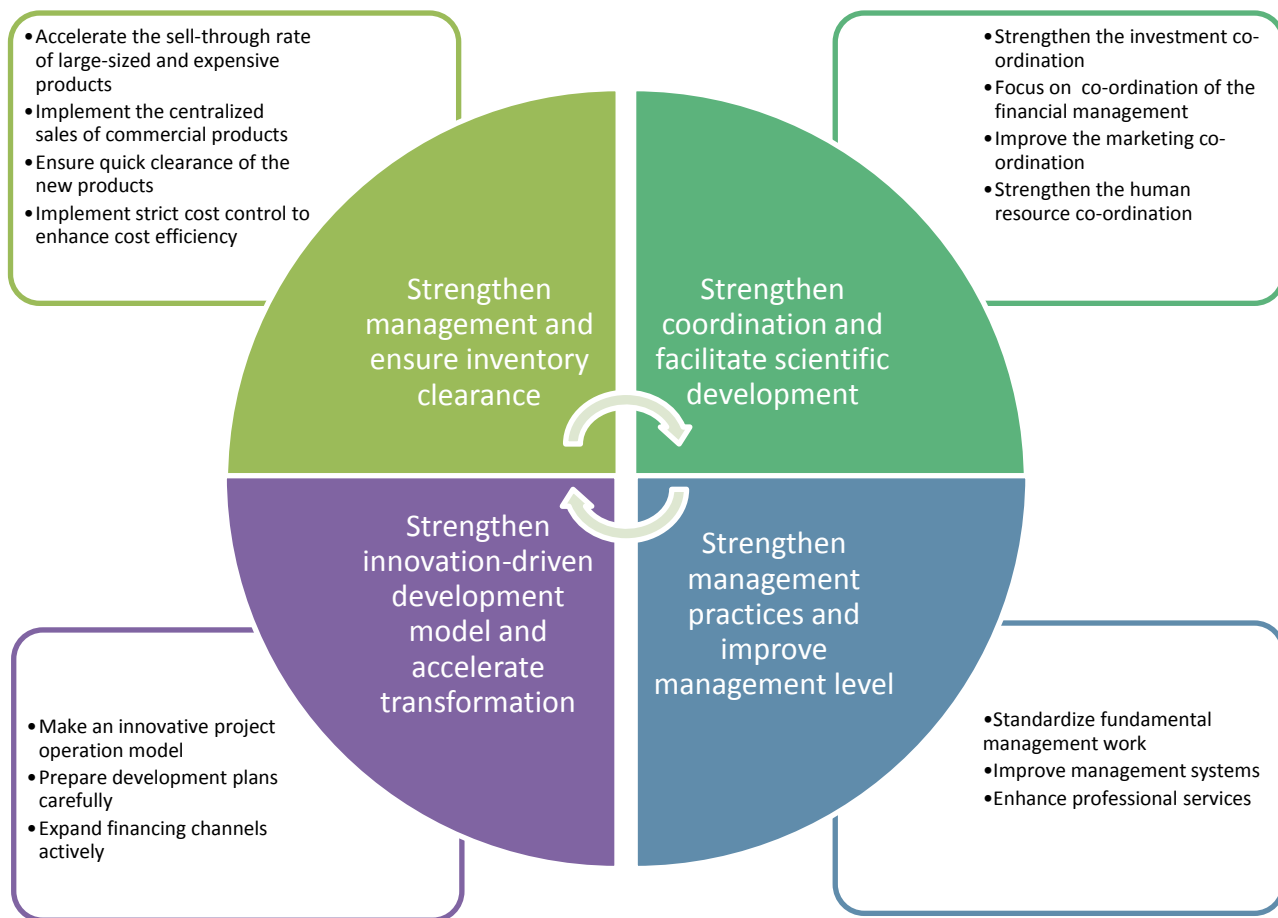
2H 2015 Sales Pipeline: New Launches

Region	Projects
Yangtze River Delta	Shanghai Poly Greenland Plaza (Offices and commercials of Shanghai Poly Phili Mansion)
	Shanghai Poly International Plaza (Commercials of Shanghai Poly Star Island)
Pearl River Delta	Guangzhou Poly Gratified West Bay
Southwestern	Nanning Poly Ling Xiu Qian Cheng
Others	Wuhan Poly Up Town
	Harbin Poly City



2H 2015 Key Missions

- Looking into the second half of 2015, China's property market is expected to come out of the doldrums and stabilize as the property policy environment keeps improving. However, due to the imbalance between demand and supply, as well as the excessive production capacity, inventory clearance remains to be the primary objective.
- In the second half of 2015, the Group will continue to adhere to "Four Strengthens", the key missions set in early this year, to ensure that all work goes smoothly. The Group is confident to achieve its full-year sales target.



Thank you !

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