



# Yuexiu Property Monthly Update

Issue 3 • April 11<sup>th</sup> 2012

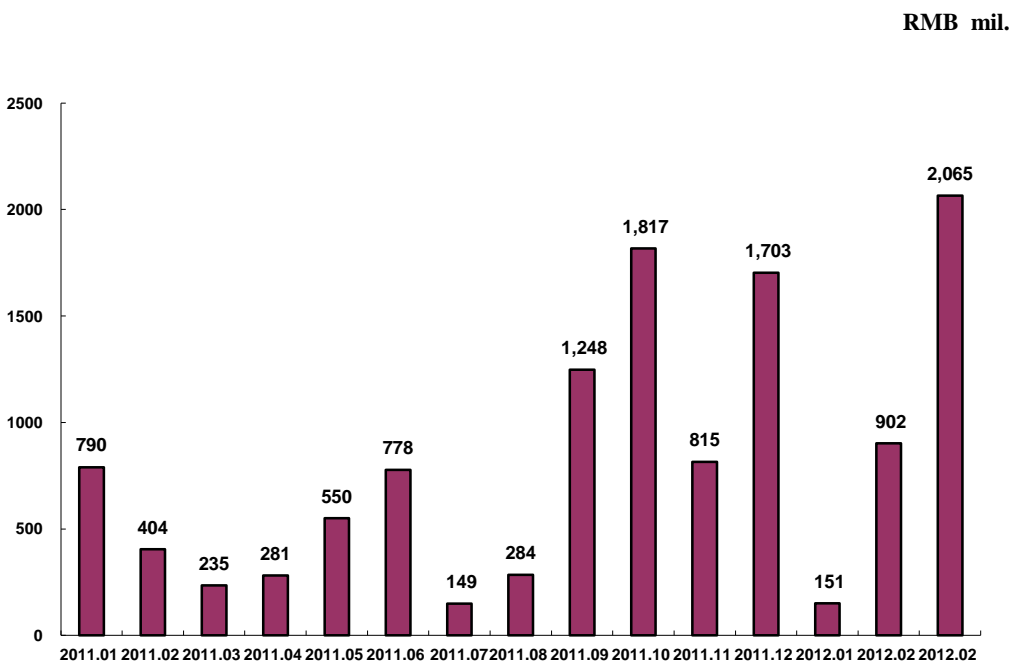
## I. Monthly Contract Sales (Unaudited)

Yuexiu Property Company Limited announced that its contracted sales value and the corresponding GFA in March 2012 amounted to approximately RMB2,065 million and 192,400 sq.m. respectively, representing a year-on-year increase of 779% and 1,149%.

From January to March 2012, the Company's aggregated contracted sales value was approximately RMB3,100 million with the corresponding GFA of 276,400 sq.m., representing a year-on-year increase of 117% and 212% respectively, accounting for 31% and 29% of the full-year contracted sales target of RMB10 billion and 960,000 sq.m. respectively. Driven by the double-wheel business model of "residential and commercial projects", sales target for the first quarter was successfully achieved, and the sales performance was within the company's expectation.

From January to March 2012, the Company's aggregated contracted and preliminary sales (the formal sales contracts of which are expected to be entered into soon) was RMB3,430 million with the corresponding GFA of 312,500 sq.m..

### Monthly Contracted Sales value of Yuexiu Property since January 2011



### Highlights :

- P.1 Monthly Contracted Sales
- P.2 Project Highlights
- P.2 Other Updates
- P.3 Recent Investor & Media Events
- P.3 Upcoming Investor & Media Events

### Starry Golden Sands



### Jiangmen Starry Regal Court



## II. Project Highlights

### Southern Le Sand - Juncheng

Southern Le Sand has total site area of approximately 1.4 million sq.m. and a total GFA of approximately 2.5 million sq.m. It is located at Nansha Economic and Technological Development Zone and nearby the Jinzhou Station of Guangzhou Metro Line 4. The project is adjacent to Nansha Terminal and Panyu Long-Distance Bus Station, and is surrounded by three major expressways, including Beijing-zhuhai Expressway, Nansha Expressway and Humen Expressway. The project enjoys a comprehensive transportation network. It takes a 30-minute drive to Guangzhou city center and Dongguang, a 50-minute drive to Shenzhen, while it only takes 75 minutes to reach Hong Kong and Macau.

Following 10 years of planning and constructions, Southern Le Sand has become an all-in-one, large scale and mature project, comprising residential, leisure, resort, health and wellness, catering, entertainment, eco and business facilities. The project is right next to the Nansha Golf Course, Guangzhou Wetland Park (廣州濕地公園), Nansha Science Exhibition(南沙科學展覽館), the Sunflower Theme Park (百萬葵園), Nansha Tianhou Palace (南沙天后宮), Guangzhou Nansha No.2 Secondary School (南沙第二中學), Jinlong Primary School(金隆小學), and Nansha branch Guangzhou First Municipal People's Hospital etc. Not only does it enjoy the proximity of tourism, education and medical resources, the community also have amenities such as hotel, club house, business district, cultural plaza, bank, supermarket, store and wet market.

Southern Le Sand - Juncheng is a successful masterpiece of Southern Le Sand in the past decade. The phase comprises 24 blocks of high-rise building, each with 16-18 storeys, with a number of units being launched for the first time in 2011, and the remaining units were launched gradually. At present, the available apartments mainly are 3-room and 4-room units, with GFA ranging from 117 to 140 sq.m.. Each unit enjoys panoramic unblocked views of the mountains and green fields. Riding on its unique design, comprehensive facilities and Yuexiu Property's brand, the project received overwhelming response and successfully attracted a large number of customers who are mostly end-users, and delivered a significant contribution to the sales in March.

## III. Other Updates

### 1. CR Vanguard Supermarkets were Introduced to the Projects under the Company

China's well known first tier supermarket, CR Vanguard supermarkets, have recently been introduced to Starry Wenhua, Starry Golden Sands, Panyu Nanqu Project and Southern Le Sand. This large-scale introduction is an innovative sales and marketing approach, as in general supermarkets are only introduced after the occupancy rate reaching a certain level. For this time, the company introduced the supermarkets during the sales period or even before the official launch, as it is believed that this can attract more foot traffic which will thus boost sales performance, and it also helps enhance the project's auxiliary facilities, and flat owners to realize the convenient life of "A supermarket located right next door".

### 2. The Company Joined Hands with Honeywell to Create A Safe Community

In March, the company signed a strategic cooperation memorandum with Honeywell, a leading provider of integrated automation and smart home systems, allowing both companies to bring cooperation to another level. According to the memorandum, Honeywell will provide tailor-made solutions to smart home and security systems for the company's residential, hotel and high end commercial projects. This cooperation aims to bring more benefits to the market and residents, as well as a brand new smart home experience to flat owners.

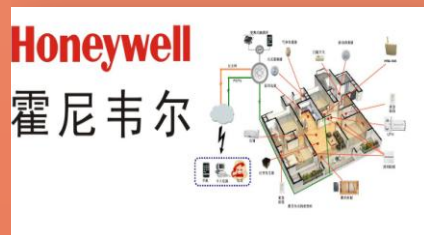
### Southern Le Sand



### CR Vanguard supermarket



### Honeywell Smart Home System



## Yuexiu Property's Latest Research Reports :

Issued Date	Company
2012-03-27	Deutsche Bank
2012-03-26	Standard Chartered
2012-03-02	First Shanghai
2012-03-02	BOCI
2012-03-02	BOCOM

## IV. Recent Investor and Media Events

Events	Date	Venue
2012 J.P. Morgan Asia Pacific Real estate Conference	2012-03-26~ 2012-03-27	Ritz Carlton Millenia Singapore
Yuexiu Property Post-result NDRs	2012-03-02~ 2012-03-09	Hong Kong, Singapore, Beijing & Shanghai
Yuexiu Property 2011 Annual Result Announcement	2012-03-01	Shangri-La Hotel Hong Kong
Yuexiu REIT Post-result NDRs	2012-02-21~ 2012-02-28	Hong Kong, Singapore, Beijing & Shanghai
Yuexiu REIT 2011 Annual Result Announcement	2012-02-20	JW Marriott Hotel Hong Kong

## V. Upcoming Investor and Media Events

Event	Date	Venue
2012 Macquarie APREA Investor Day	2012-04-24	Shangri-La Hotel Hong Kong
2012 Nomura China Investor Forum	2012-04-25~ 2012-04-26	Crowne Plaza Paragon Xiamen
International Property Awards- Asia Pacific Property Awards 2012 "Mixed use Development"	2012-04-27	J. W. Marriott Hotel in Kuala Lumpur

### Yuexiu Property Company Limited

Yuexiu Property Company Limited (HKEx Stock Code: 00123) was listed in Hong Kong in 1992. The core business of the Company is property development and investment, with a main focus in Guangzhou, and gradually expanding into the Pearl River Delta, Yangtze River Delta, Bohai Rim Economic Zone and Central Region. As at 31 December 2011, the Company's combined GFA of properties under development and undeveloped properties was approximately 11.16 million sq.m..

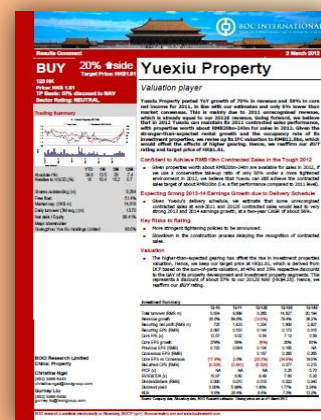
### Disclaimer

The Company wishes to remind investors that the above operational statistics are based on the Group's internal records which are unaudited. Differences may arise between such statistics and the data disclosed in subsequent audited financial statements. Such statistics including but not limited to major research reports are provisional and for reference purposes only. Investors are cautioned not to rely unduly on such statistics.

## Deutsche Bank Recent Research Report



## BOCI Recent Research Report



## Yuexiu Property Monthly Update Issue 3 · April 11th 2012

### For Enquires, Please Contact:

**Yuexiu Property Company Limited**  
Ms. Carrie Li  
Investor Relations Officer

Tel : (852) 2593 2326

Fax : (852) 2511 0832

Email : contact@yuexiu.com.hk

**Weber Shandwick**  
Ms. Jessica Or / Mr. Steve Lee

Tel : (852) 2533 9993 / 2533 9986

Fax : (852) 2868 0224

Email: [jor@webershandwick.com](mailto:jor@webershandwick.com)  
[slee@webershandwick.com](mailto:slee@webershandwick.com)