

Basic Information

Redsun Properties Group Limited

Redsun Properties Group Limited —
Interim Results Highlights for 2021

Turnover RMB12,964.5 million
Gross profit RMB2,730.2 million
Core net profit RMB904.9 million

Closing price at 31 January: HK\$2.65;
52-week range: HK\$2.01–2.90;
Market capitalization: HK\$8,847 million;
Issued shares: 3,338,635,000 shares;
Listing date: 12 July 2018

Contact Us

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About Redsun Properties Group Limited (01996.HK)

As a comprehensive property enterprise with established presence in the Yangtze River Delta region and keen on national expansion, Redsun Properties is mainly engaged in the development of residential properties, investment and operation of commercial properties as well as operation and management of hotels. Adhering to its core value of "professionalism and building credibility for the long term", Redsun Properties has maintained dual-driven synergistic development in both property and commercial sectors by strictly following the investment strategy of "penetrating the Greater Jiangsu Region, strengthening foothold in major metropolitan areas and expanding into core cities". Redsun Properties is committed to strengthening its foothold in core areas and enhancing quality and efficacy with a focus on profits in order to realize stable and quality growth in business scale.

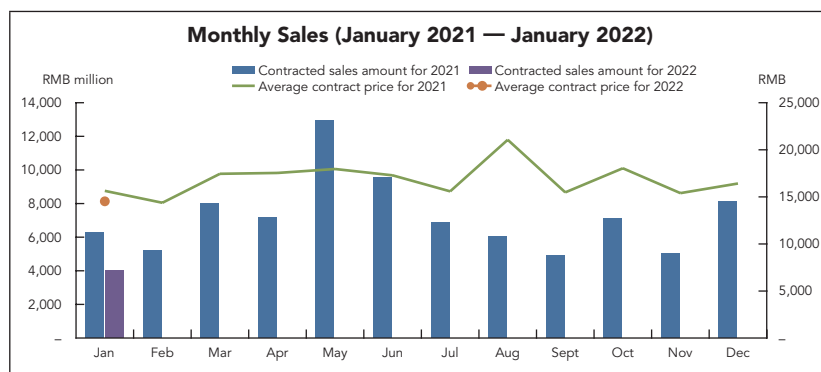
1. Sales

Sales Performance as of January 2022

The contracted sales of Redsun Properties for the first month of 2022 amounted to RMB4,020 million

During January 2022, the Group recorded contracted sales of RMB4,020 million, with sales area of 277,334 sq.m. and an average selling price of RMB14,497 per sq.m.

Graph of Monthly Contracted Sales



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2. News of Redsun Properties

Redsun Honored with Various Awards in Product Competitiveness and Charity

Leveraging its excellent product competitiveness and its contributions towards the charity, Redsun was awarded with three honors, including “2021 Real Estate Brands with Outstanding Product Competitiveness” awarded by China Times, “2021 Corporate Social Responsibility Industry Model Award” and “2021 Responsible Brand Award” awarded by the 11th Philanthropy Festival.

On 11 January, organized by China Times and provided with academic support by the Joint Laboratory of Zhufang Dashuju and the Expert Adviser Team of China Real Estate, the “Transform and Reshape • Stability and Development — 2021 China Real Estate Investment and Financing Summit Forum” was held in Shanghai, where the “Golden Vase Award” value list of the annual real estate selection was also announced. Leveraging its unremitting pursuit of product competitiveness, Redsun Properties was awarded “2021 Real Estate Brands with Outstanding Product Competitiveness”.



For product creations, Redsun Properties constantly upgrades and launches new standardized systems of products to improve its operational efficiency and maintain its leading position for products. With the design concept of “Taking smart elements as the core to explore aesthetics of life”, Redsun Properties established four major project series, namely Times Series, Sunrise Joy Series, Imperial Sunlight Series and Great Signature Series, so as to empower residential products with technologies and build ideal residence with refined works. The standardized systems and creativity of products of our new projects across the country are also further enhanced.

To further upgrade product quality and enhance living experience of owners, Redsun also provides a comprehensive demonstration of projects through implementation of “transparent construction site”, including the construction progress, workmanship and materials selection, so that the owners can be a witness of their beloved home starting from its blueprint to its initial shape. Redsun always adheres to the concept of ingenuity and refined works, and takes all aspects into consideration with stringent and high standard, so as to create a house for every owner to look at and live in with peace of mind.



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2. News of Redsun Properties



On 13–14 January 2022, the 11th Philanthropy Festival cum Corporate Social Responsibility Carnival was held in Shanghai. With years of innovative promotion and positive initiatives in the field of corporate social responsibility, Hong Yang Group Company was awarded at the Festival the “2021 Corporate Social Responsibility Industry Model Award” and “2021 Responsible Brand Award”.

First introduced in 2011, the China Philanthropy Festival is the first festival in China initiated by the mass media in the name of “charity”. As the promoter of the spirit of charity and witness of the charitable behaviours, the Festival is playing an important role in transmitting charity power and promoting the realization of “charity with everyone’s participation”, and has become the most influential annual event in the field of public welfare and charity in China.



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2. News of Redsun Properties

Strengthening Foothold in Core Areas — Redsun Properties Ranking among Top 10 in respect of Sales in Various Cities in 2021

Under the general keynote of “houses are for living, not for speculation”, the real estate industry is undergoing profound changes where the traditional real estate development model is facing severe challenges. In 2021, most sales performance of the top 100 property enterprises fell year-on-year. Redsun Properties posted total contracted sales of RMB87,220 million for the whole year, representing a slight year-on-year increase of 0.83%, showing strong resilience and risk resistance capabilities.

The continuous implementation of premium regional foothold strategies has provided a solid foundation for the steady development of Redsun Properties. By upgrading its layout strategies to “penetrating the Greater Jiangsu Region, strengthening foothold in major metropolitan areas and expanding into core cities”, Redsun Properties has further expanded its intensive advantages to strengthen its foothold in the most premium metropolitan areas in the country such as the Yangtze River Delta, the Greater Bay Area, the Chengdu-Chongqing region, the Shandong Peninsula and the middle reaches of Yangtze River.

“Penetrating the Greater Jiangsu Region” has always been the foundation and asset for Redsun Properties to expand its presence in metropolitan areas throughout the country. As of mid-2021, in its home-province Jiangsu, foothold has been strengthened in cities in southern, central and northern Jiangsu such as Nantong, Changzhou and Xuzhou, where over 10 projects were developed. As a percentage of sales in other metropolitan area premium cities, Changsha, Chongqing, Chengdu, Hefei and Foshan were among the key cities where more than 4 projects have been developed.

In 2021, Redsun Properties achieved excellent sales rankings in various regions/cities. In its home-city Nanjing, Redsun Properties has always topped the list. According to the 2021 TOP20 List of Sales Performance of Real Estate Enterprises in Jiangsu Province published by China Index Academy (CIA), Redsun Properties ranked eighth with sales of RMB45.487 billion and sixth with sales area of 2,716,300 sq. m.

排名	企业名称	销售额 (亿元)	排名	企业名称	销售面积 (万m ²)
1	碧桂园	807.47	1	碧桂园	514.39
2	万科	757.06	2	中南置地	501.60
3	中南置地	754.90	3	万科	329.11
4	招商蛇口	705.65	4	中国恒大	313.55
5	融创中国	532.60	5	新城发展	293.67
6	金地集团	502.36	6	弘阳地产	271.63
7	新城发展	482.02	7	招商蛇口	269.40
8	弘阳地产	454.87	8	融创中国	235.15
9	保利发展	440.65	9	金地集团	229.56
10	中国金茂	436.29	10	绿地控股	186.93
11	颐居建设	431.51	11	保利发展	168.87
12	中国恒大	400.28	12	旭辉集团	165.32
13	新希望地产	388.59	13	美的置业	163.12
14	旭辉集团	340.75	14	中国金茂	155.86
15	正荣地产	320.45	15	正荣地产	136.70
16	建发房产	308.87	16	淮安水利	136.36
17	美的置业	299.44	17	建发房产	132.60
18	绿地控股	292.17	18	颐居建设	129.68
19	淮安水利	273.58	19	中梁控股	125.51
20	中海地产	264.13	20	新希望地产	124.48

In the 2021 TOP20 List of Sales Performance of Local Real Estate Enterprises in Jiangsu Province, Redsun Properties ranked third in respect of both attributable sales amount and attributable sales area.

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2. News of Redsun Properties

2021年江苏省本土房地产企业
销售业绩TOP20

排名	企业名称	权益销售额 (亿元)	排名	企业名称	权益销售面积 (万㎡)
1	中南置地	754.90	1	中南置地	501.60
2	新城发展	482.02	2	新城发展	293.67
3	弘阳地产	454.87	3	弘阳地产	271.63
4	颐居建设	431.51	4	淮安水利	136.36
5	淮安水利	273.58	5	颐居建设	129.68
6	江苏港龙	188.33	6	江苏港龙	117.92
7	银城国际	123.40	7	新能源置业	75.29
8	苏高新集团	122.74	8	通银地产	63.28
9	金基地产	117.59	9	银洲集团	63.04
10	嘉宏集团	106.80	10	银城国际	60.19
11	龙信房地产	103.85	11	嘉宏集团	56.60
12	银洲集团	102.26	12	龙信房地产	48.59
13	新能源置业	99.56	13	苏高新集团	38.44
14	苏州高新	97.24	14	苏宁置业	35.72
15	苏州恒泰	95.96	15	金基地产	33.31
16	通银地产	91.30	16	恒通集团	31.94
17	苏宁置业	88.95	17	新建元控股集团	30.24
18	新建元控股集团	84.61	18	苏州高新	29.96
19	恒通集团	81.25	19	苏州恒泰	29.27
20	栖霞建设	80.29	20	栖霞建设	26.75

In the markets of Yancheng, Huai'an and Yizheng, which all belong to the Nanjing region, Redsun Properties also performed well:

In the 2021 TOP20 Ranking List of Sales Amount in Yancheng, Redsun Properties ranked first with sales of RMB4.144 billion, surpassing the leading enterprises such as Country Garden, China Overseas and Vanke (source: CRIC); in the 2021 TOP10 List of Sales Performance of Real Estate Enterprises in Huai'an, Redsun Properties ranked among top 10 with sales of RMB931 million (source: CIA); in the 2021 Ranking List of Sales Amount in Yizheng, Redsun Properties ranked second with sales of RMB922 million (source: JGS Real Estate Cloud Data).

Apart from the Greater Jiangsu Region, Redsun Properties has laid out more than 10 exquisite projects in the Chengdu-Chongqing metropolitan area, which has exerted a strong regional brand influence. According to the 2021 TOP30 Ranking List of Sales Performance of Real Estate Enterprises in Chengdu published by CIA, Redsun Properties ranked among top 30 in respect of both sales amount and sales area.