

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 28 February:	HK\$2.24;
52-week range:	HK\$2.01–2.90;
Market capitalization:	HK\$7,479 million;
Issued shares:	3,338,635,000 shares;
Listing date:	12 July 2018

Contact Us

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1. Sales

Sales Performance as of February 2022

The contracted sales of Redsun Properties for the first two months of 2022 amounted to RMB7.08 billion, and its contracted sales in February amounted to RMB3.062 billion.

In February 2022, contracted sales of the Group was RMB3.062 billion. The sales area amounted to 210,850 square meters and the average selling price was RMB14,521 per square meter.

From January to February 2022, the aggregated contracted sales of the Group was RMB7.08 billion. The aggregated sales area was 488,184 square meters, and the average selling price was RMB14,507 per square meter.

Graph of Monthly Contracted Sales



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.

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2. News of Redsun Properties

We Put Customers in the First Place with Reshaped Values

2022 marks the beginning of a new era. Being confronted with the cold winter of the industry, Redsun still adheres to its original intention, looks for a more stable long-term development path from the industrial practices featuring scale and performance than ever before, and establishes and adheres to a customer-centric strategy.



In order to implement the “customer-centric” value strategy in a better fashion, explore the relationship between customer value and business results, adhere to “Customer First” and realize “Reshaped Values”, the three major industrial groups, namely real estate, service and commerce, held discussion meetings respectively to launch the “Customer Value Year” of Hong Yang Group Company since February 15.

We put customers in the first place with reshaped values. Adhering to the customer-centric value is the enterprise’s long-term business policy and Redsun’s winning weapon to deal with the cold winter of the industry. All Redsun people shall take positive actions to create high-quality products and services, improve business and truly transform customer value into business value under the general direction of “Customer Value Year”. On a customer-centric basis, the three industrial groups are closely linked around customers and will achieve the results of $1 + 1 + 1 > 3$.

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2. News of Redsun Properties

Reviews of Redsun — Your Picturesque Home is a Symbol of Dignity

Mesmerizing things are bound to be sought after and cherished. Hedong Economic Development Zone is the focus of attention of Yancheng in 2021. First tier giants are competing to settle in. In the red ocean area with numerous competing products, Redsun & Xin Cheng Fengyue Residence still managed to achieve splendid sales amount of RMB1.4 billion in Yancheng in just eight months, and it has also frequently been at the top of Yancheng real estate sales chart.

Driven by the “Eastward Expansion and Southward Movement” strategy of Yancheng, the framework of the east of the city continues to stretch, and so many favorable factors are springing up. Thanks to the natural endowments of superior location, integration of industry and city and beautiful ecology, the east of the city enjoys many supporting facilities in relation to transportation, education, commerce, industry and many other fields. Regional development keeps evolving, and the livable blueprint is being slowly unfolded. Fengyue Residence is located in the center of the east of the city, featuring geographical advantages and promising prospects.

Adhering to the brand’s site selection concept, which is “looking for rare and scarcely-available places only”, the site of the project is located in the core of Hedong Economic Development Zone and adjacent to the Korean Cultural City (under construction) in the south. The planned total area of the Korean Cultural City is about 6.4 square kilometers. Four functional groups, namely the Korean Cultural City Core Group, High-end Business Group, 2.5 Industrial Clusters and Ecological Waterfront Communities are planned to be built. Located alongside the ecological waterfront group, the project will be far from noise, and enjoy a quiet and comfortable environment. It is the best choice for living in Fengyi Lake area.

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一采近華堂



The project will be built adjacent to the lake, and it is also the only Jiangnan-garden-style residence available for sale under the segment. “The knowledge or technique handed down by masters stays in the garden”, carrying Yancheng’s millennium academic culture forward. The project also adheres to the concept of “combining gardens with mountains and rivers, and building institutions for people with a literary reputation”. We seek to create a novel Chinese garden landscape with both traditional culture and modern aesthetics, integrate nature, culture, aesthetics and other elements into the whole residential landscape, and present an ideal residence full of poetic and oriental aesthetics.