

Basic Information

Redsun Properties Group Limited

Redsun Properties Group Limited —
Interim Results Highlight for 2022

Turnover	RMB12,609.3 million
Gross profit	RMB1,824.7 million
Net profit	RMB405.5 million

Closing price at 31 July:	HK\$2.57;
52-week range:	HK\$1.98–2.85;
Market capitalization:	HK\$8,581 million;
Issued shares:	3,338,898,000 shares;
Listing date:	12 July 2018

Contact Us

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About Redsun Properties Group Limited (01996.HK)

Redsun Properties (01996.HK) is a listed company on the Main Board of the Hong Kong Stock Exchange and a role model of sustainable development for medium-sized real estate enterprises. Adhering to the layout strategy of “penetrating the Greater Jiangsu Region, strengthening foothold in the Yangtze River Delta Region and expanding into core cities”, by means of precise strategic layout, advantages of dual-driven development as well as competitive products and services, Redsun Properties has been maintaining a steady development.

To date, Redsun Properties has established its presence in over 60 large and medium-sized cities in China and developed 200 projects in aggregate with a total development area of over 20 million sq.m., winning TOP47 in the Overall Strength of Real Estate Development Enterprises in China 2021.

Adhering to the customer-oriented principles and constantly enhancing product strength and service power, Redsun Properties creates four major residential product series and establishes a full-cycle “Redsun Life Heart Service System”. Under the standard actions such as “Transparent Construction Sites”, “Quality Delivery” and “Refresh Plan”, we create products with ingenuity and promote heart-warming services. By virtue of high-quality overall strengths and customer satisfaction, Redsun Properties is awarded Best 50 in Brand Value, Best 30 in Customer Satisfaction, and Customer Service System Leading Company of 2021 China Real Estate Developers, with its products winning over 90 accolades including Kinpan Awards, Idea-Tops and IPA International Property Awards.

1. Sales

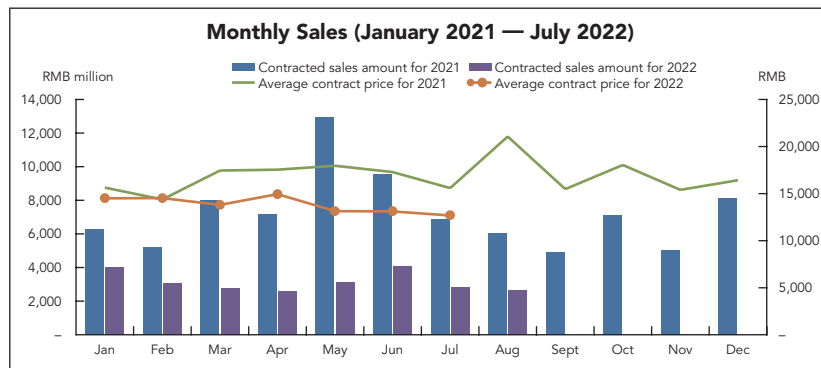
Sales Performance as of July 2022

The contracted sales of Redsun Properties for the first seven months of 2022 amounted to RMB22.443 billion, and its contracted sales in July amounted to RMB2.832 billion.

In July 2022, contracted sales of the Group was RMB2.832 billion. The sales area amounted to 223,465 square meters and the average selling price was RMB12,674 per square meter.

From January to July 2022, the aggregated contracted sales of the Group was RMB22.443 billion. The aggregated sales area was 1,632,349 square meters, and the average selling price was RMB13,748 per square meter.

Graph of Monthly Contracted Sales



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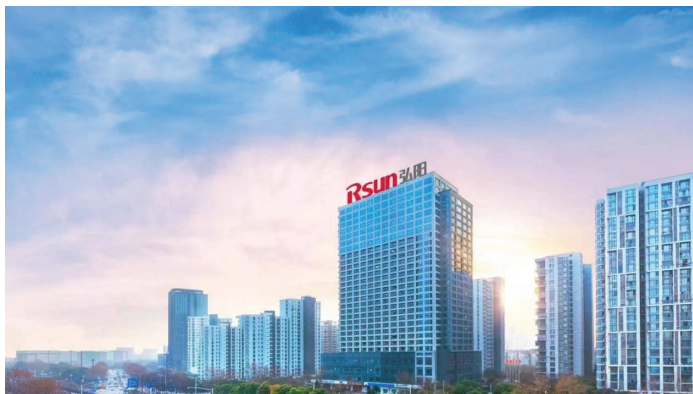
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2. News of Redsun Properties

Redsun Properties Ranking among 2022 FORTUNE China Top 500



On 12 July, the 2022 FORTUNE China Top 500 List scrutinized the performance and achievements of the world’s largest listed enterprises in China over the past year. Redsun Properties Group ranked 436th thanks to its steady development.

Redsun Properties always attaches great importance to the premium areas in the Greater Jiangsu Region and the surrounding Yangtze River Delta Region. With the development strategy of “penetrating the Greater Jiangsu Region, strengthening foothold in the Yangtze River Delta Region and expanding into core cities”, we continue to focus on strengthening our foothold in the premium areas, weather through one industry cycle after another and build up a moat for self-development. Under the guidance of the forward-looking strategic layout, Redsun Properties manages to reinforce the safety cushion continuously.

Since the second half of last year, due to stringent regulatory policies, the real estate industry has entered a downward cycle where the development of real estate enterprises has encountered many challenges. Ensuring quality delivery and enhancing product strength and service power are the way for real estate enterprises to survive after the industry enters a new stage.

Upholding the philosophy of “Quality First and Customer First”, Redsun pays high attention to quality delivery and lives up to owners’ expectation. During the first of the year, Redsun delivered 54 batches of properties in aggregate, fulfilling its commitment to provide homes for a total of 27,078 property owners. In 2021, Redsun delivered 40,579 units of properties with an overall delivery rate of approximately 94.3%. For some projects, title certificates were delivered upon delivery of properties, which achieved synchronization in housing right and property ownership of owners and embodied our ultimate pursuit of delivery quality.

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2. News of Redsun Properties

New Landmark for Checking-in at Yunlong Lakeside! Grand Opening and Tenant Sourcing for Xuzhou Xincheng • Hong Yang Plaza



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2. News of Redsun Properties

The full launch of tenant sourcing for Xinsheng • Hong Yang Plaza indicates that the signature commercial project at Xuzhou’s Yunlong Lakeside is ready to make a stunning debut.

Located at the junction of Zhongshan South Road, Sudi Road and Hubei Road, Xuzhou Xinsheng • Hong Yang Plaza nestles at Yunlong Lakeside, the National 5A Scenic Spot, overlooking a museum in the east, a concert hall in the west, and adjacent to an art gallery. The particularly favourable geographical advantages allow one not only to enjoy the beautiful scenery of Xuzhou, but also to have a close touch of the cultural essence of the city.

Xinsheng • Hong Yang Plaza concurrently occupies the Yunlong Lakeview Zone, the urban high-level living quarters and the central commercial rim, connecting the western and southern parts of the main city and forming the “three-horizontal-and-four-vertical” stereoscopic transportation system: the seamless connection of Line 5 metro stations (under planning) and multiple bus routes which link up the whole city. Xinsheng • Hong Yang Plaza is intensively surrounded by scenic areas, schools, public facilities, high-end buildings and so forth, covering hundreds of thousands of residents and hundreds of large-scale communities with strong consumption potentials within a 3-km radius. At the same time, the project lies at the intersection of the dual-focus planning of “Yunlong Landscape Cultural Tourism Group” and “Old Town Centre” in the city, occupying the city aorta.

The Xinsheng • Hong Yang Plaza project is positioned as a “city-level natural aesthetic living center” with a commercial area of 120,000 m² composed of two main business segments of shopping malls and theme blocks. As a one-day mini-tour resort in the city, the project comprises a variety of leisure and business travel segments including Marriott Hotel, hotel apartments under Ascott, sky villas and commercial offices, with an overall GFA of 300,000 m² equipped with 2,000 car parking spaces, creating a convergent commercial space under the new consumption trend with multi-dimensional business segments.

Xinsheng • Hong Yang Plaza is ingeniously crafted in joint efforts with top international business premises. From architectural design to spatial planning, attention is paid to every detail with simplicity and elegance in style: the dynamic corrugated curtain wall featuring the “cloud patterns” and “dragon patterns” imitates the rippling surface of Yunlong Lake animatedly; layers of setbacks and roof gardens overlooking the picturesque landscape create an interactive commercial center with mountain and lake characteristics.

