

SOHO 中国 CHINA

MAY 2011

SOHO CHINA

2010 Presale	RMB 23.8 bn	Market cap	USD 4,438 mm
FY 2009 Revenue	RMB 7,413 mm	2011E PE	16.8x
FY 2010 Revenue	RMB 18,215 mm	2012E PE	6.8x
FY 2009 Net Profit	RMB 3,300 mm	NAV	HK\$9.40/share
FY 2010 Net Profit	RMB 3,636 mm	2010 Dividend yield	5.4%
Total cash	RMB 21 bn	No. of Employees	2,096
Total GFA completion	2.5 mm sqm		
Total GFA under development	2.1 mm sqm		

- As at 13 May 2011
- PE and NAV are based on market average

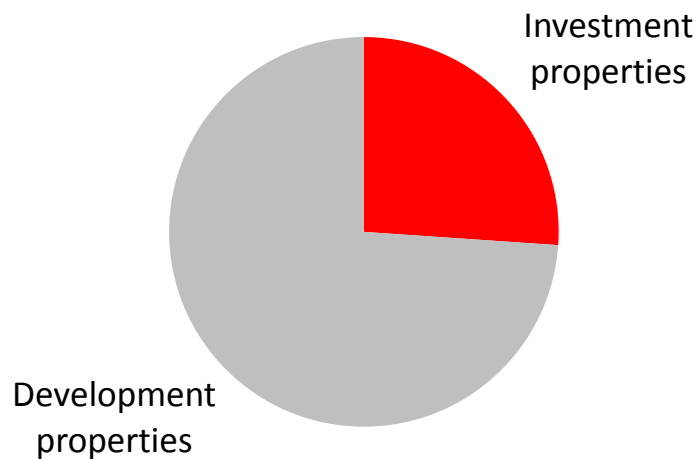
UNIQUE HIGH-RETURN BUSINESS MODEL

- **Develop and sell large-scale commercial properties in prime location of Beijing and Shanghai**
- **Sell nation-wide to High Net Worth investors**
- **Full after sales service to facilitate leasing, promotion and property management for our investors**
- **Strategically hold commercial investment properties in key locations**

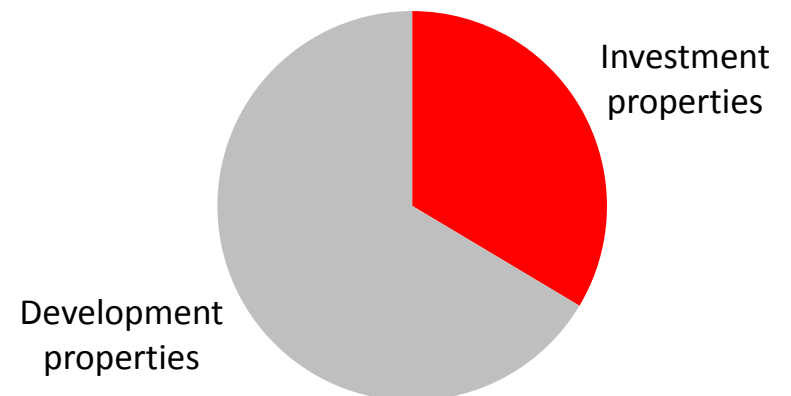
KEEP SALES SCALE, HOLD MORE PROPERTIES

- **SOHO is a strong brand for sales, we will continue the sales scale**
- **As demand in Beijing and Shanghai consumption matures, as inflation is high, we will hold more properties**

% Breakdown by total GFA



% Breakdown by property value



ONLY HOLDING MOST PRIME LOCATIONS

Project	Location	Total GFA (sqm)
Qianmen Project	Beijing	54,700
Guanghualu SOHO II	Beijing	138,500
SOHO on the Bund	Shanghai	118,000
Fuxinglu SOHO	Shanghai	137,400
Total		448,600

BENEFITS FROM HOLDING PROPERTIES

- **Huge tax saving in progressive LAT tax regime**
- **Assets appreciation in high inflationary environment**
- **Recurring rental income and visible profit**
- **More balanced model between cash, property and earnings**

PROJECTS IN BEIJING

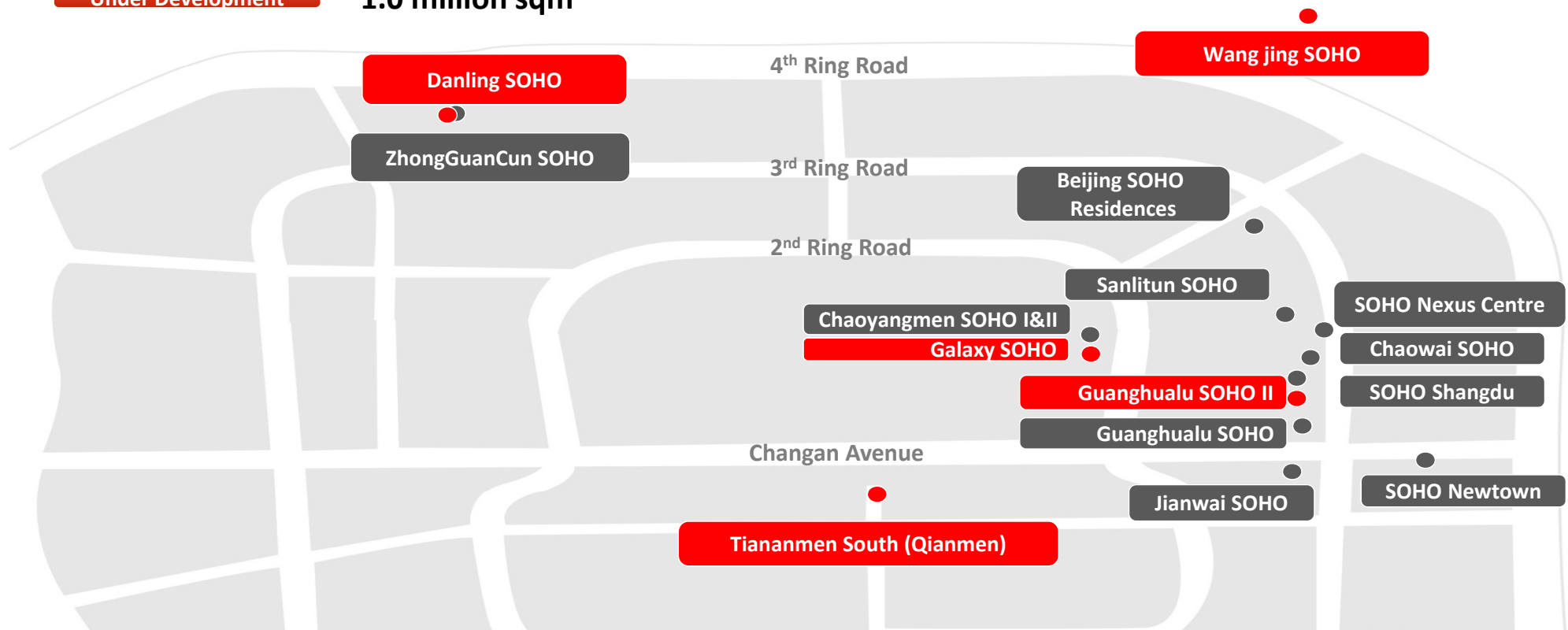
About 3.4 million sqm properties completed and under development in Beijing

Completed

2.4 million sqm

Under Development

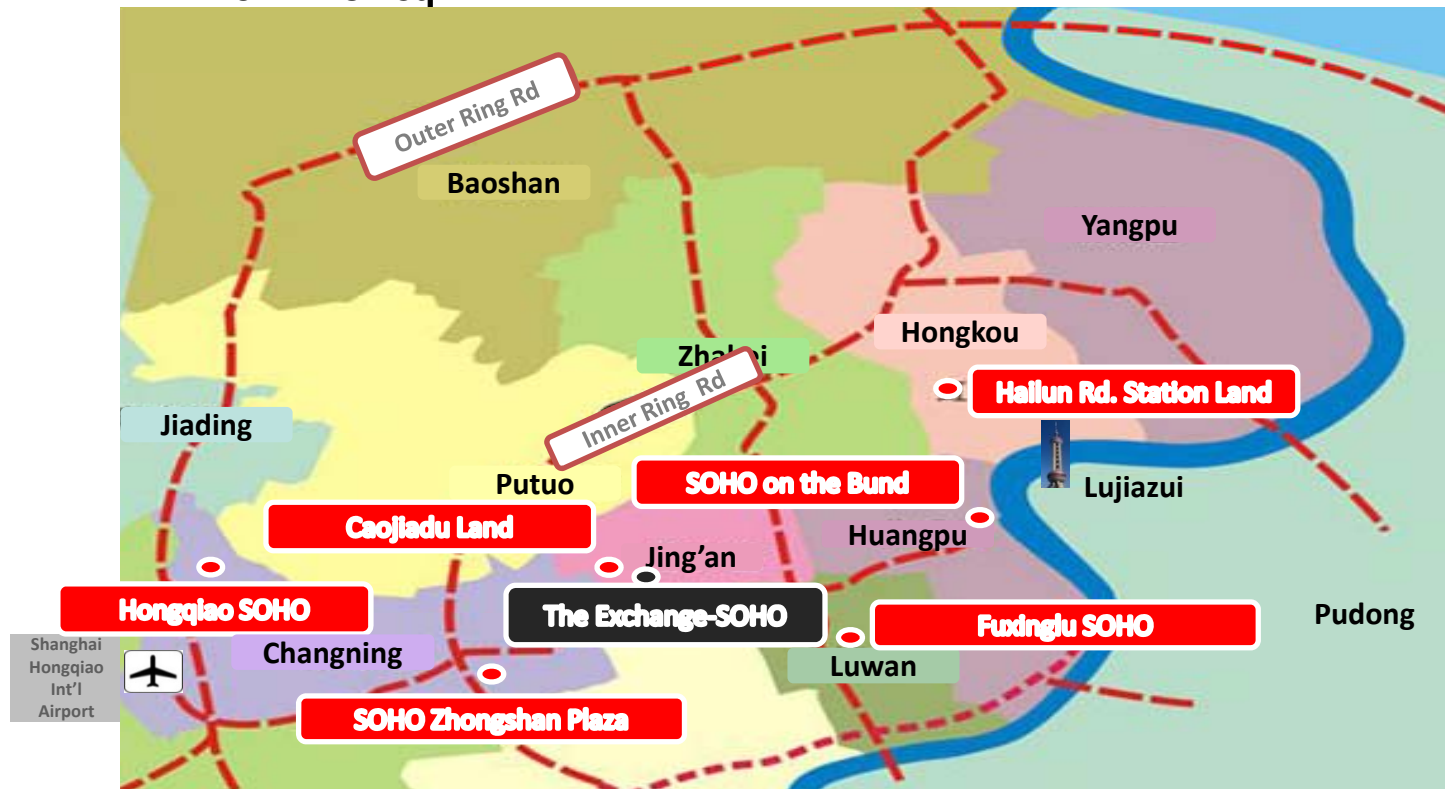
1.0 million sqm



INCREASING PRESENCE IN SHANGHAI

About 1.1 million sqm properties completed and under development in Shanghai

- Completed** 0.1 million sqm
- Under Development** 1.0 million sqm



BEIJING NO.1 – SOHO CHINA

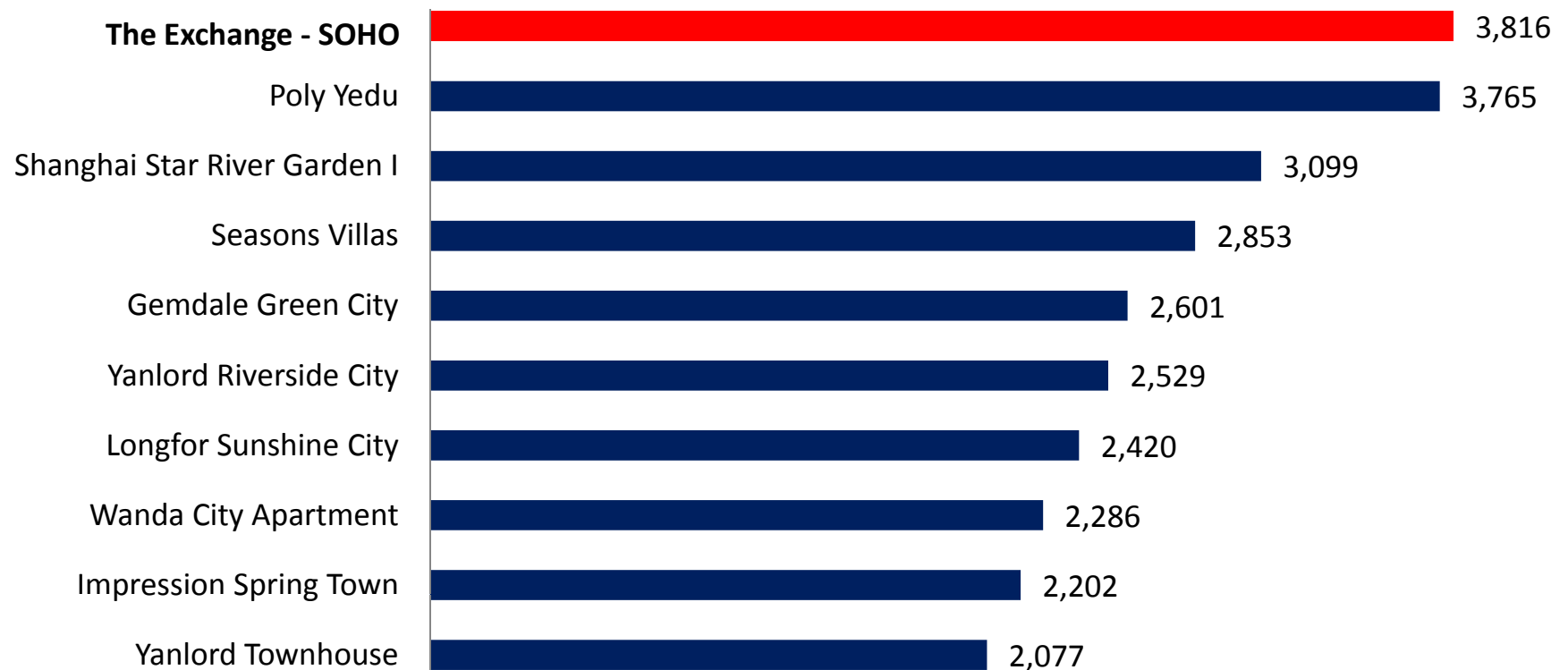
2010 Beijing Top 10 Developers in Contract Sales (RMB billion)



Source: CRIC

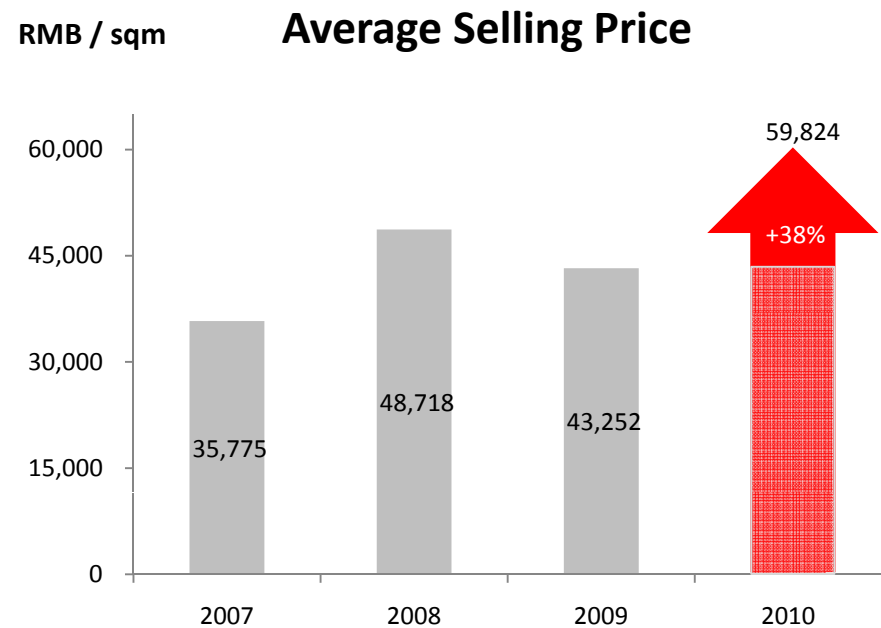
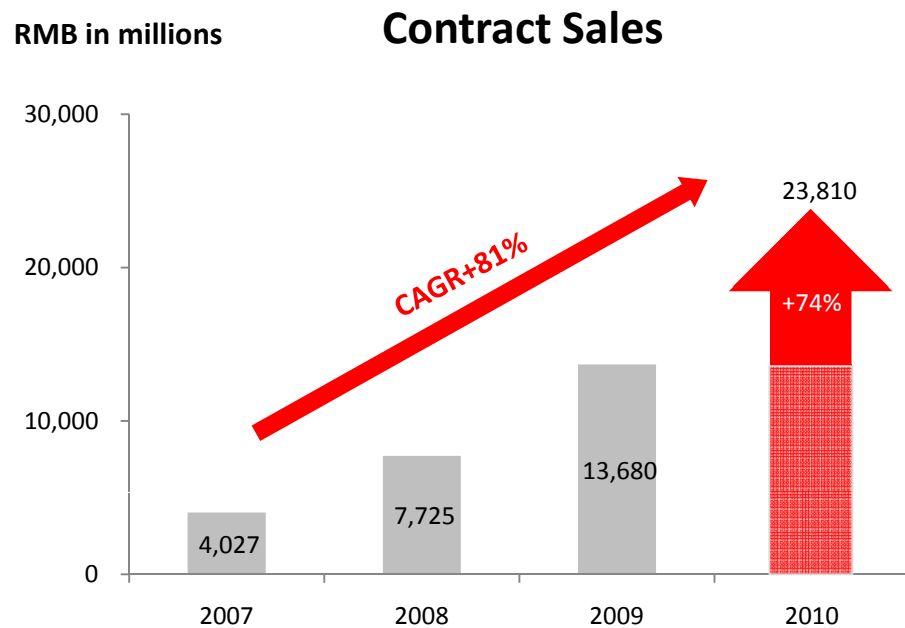
SHANGHAI NO.1 - THE EXCHANGE-SOHO

2010 Shanghai Top 10 Projects in Contract Sales (RMB million)



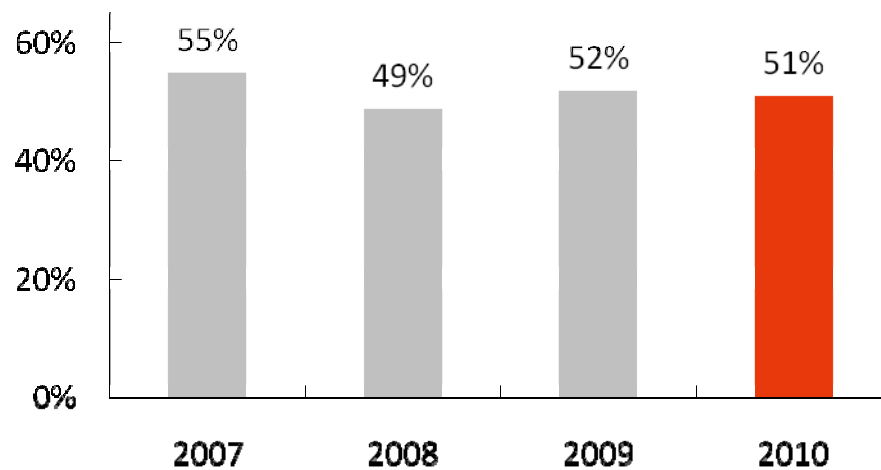
Source: CRIC

2010 SALES UP 74%, ASP UP 38%

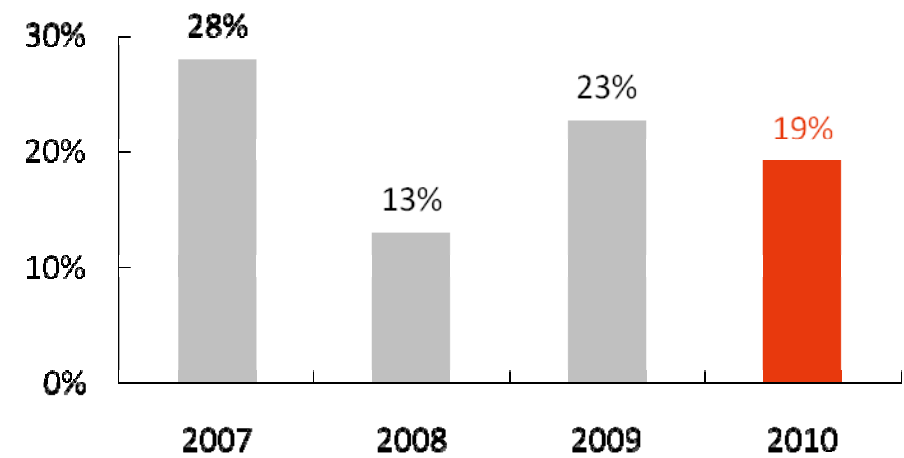


HIGH MARGIN MAINTAINED

Gross Margin



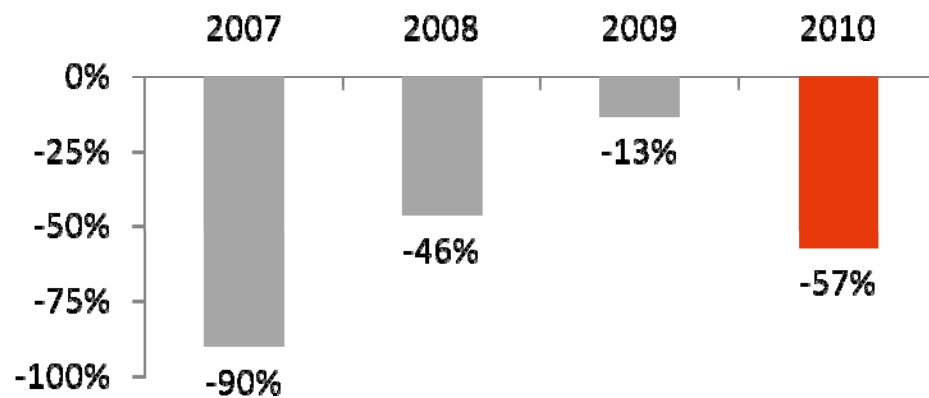
Net Margin*



* Excluding valuation gains

NET CASH POSITION

Net Debt to Equity

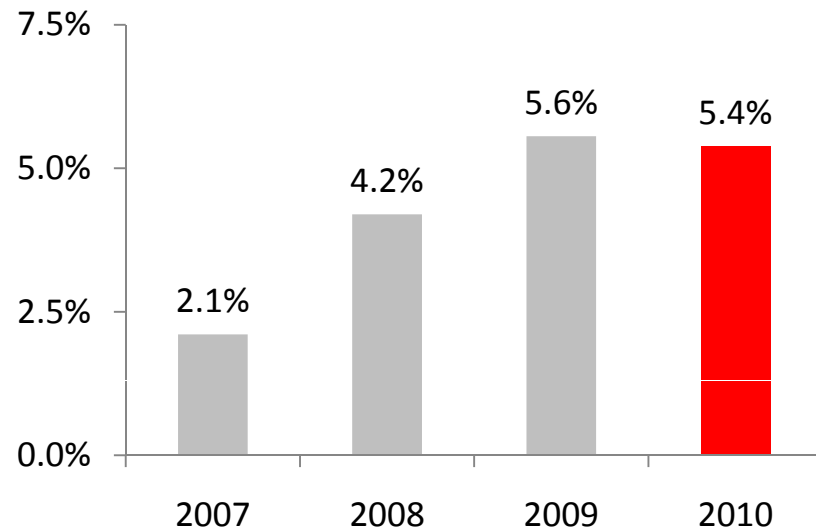


Cash position	RMB 21 bn
Bank facilities unutilized	RMB 16 bn
Total	RMB 37 bn

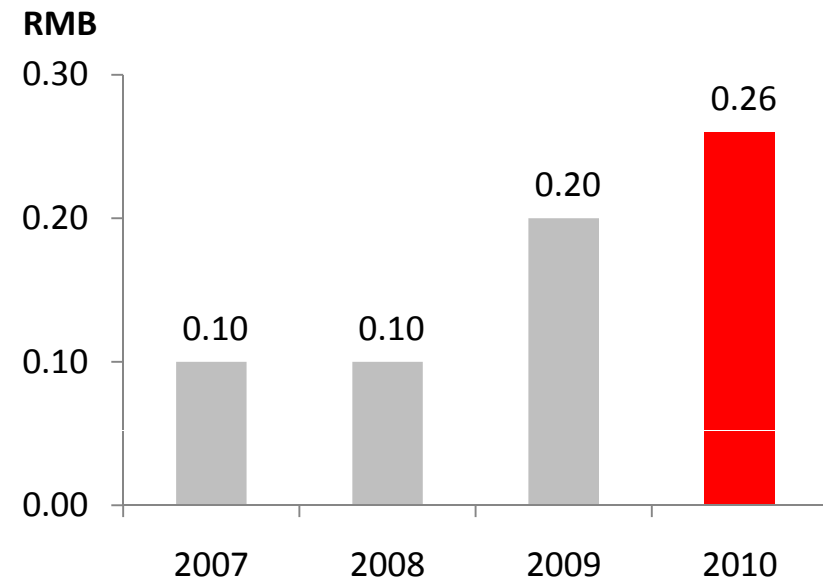
As at 11 May 2011

2010 DIVIDEND YIELD OVER 5.4%

Dividend Yield

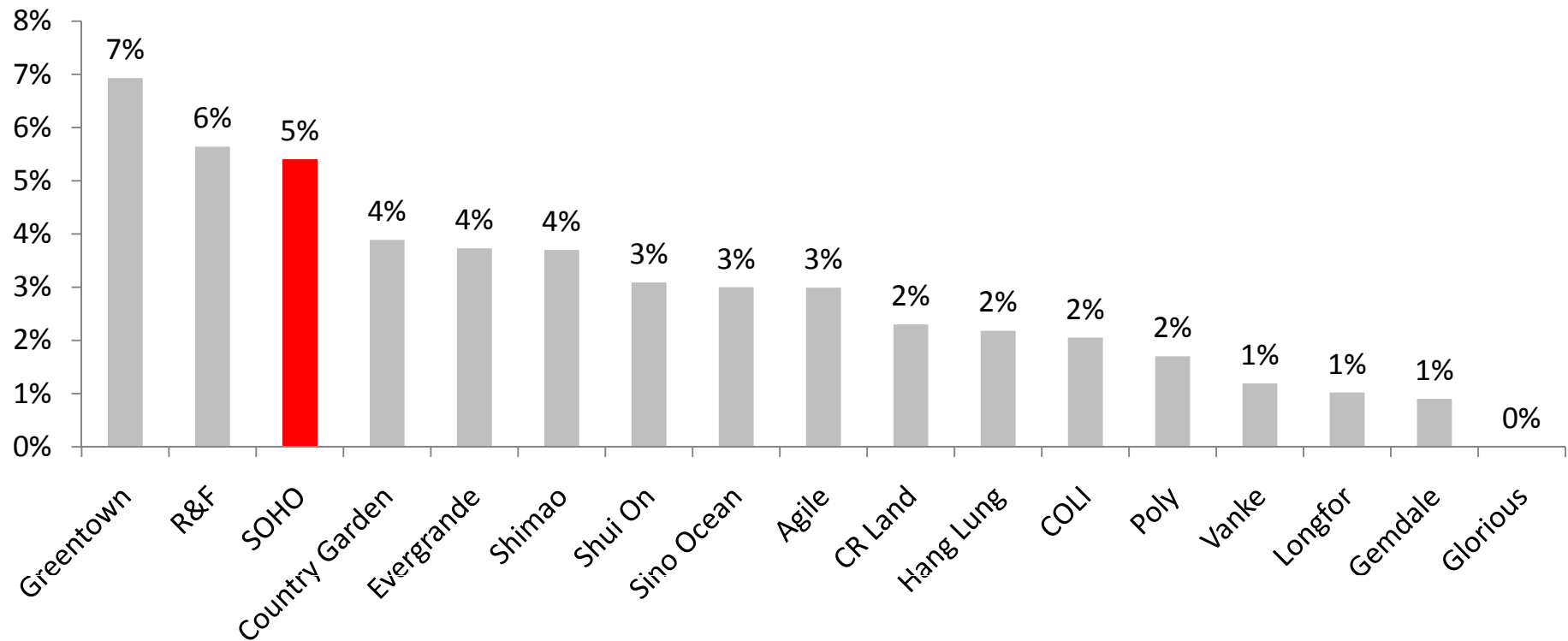


Dividend per Share



ONE OF HIGHEST AMONG PEERS

2010 Dividend Yield



Source: Bloomberg

YTD ACQUISITIONS OVER RMB 8 BN

Target acquisition for 2011 is Rmb 15bn, >50% has been achieved

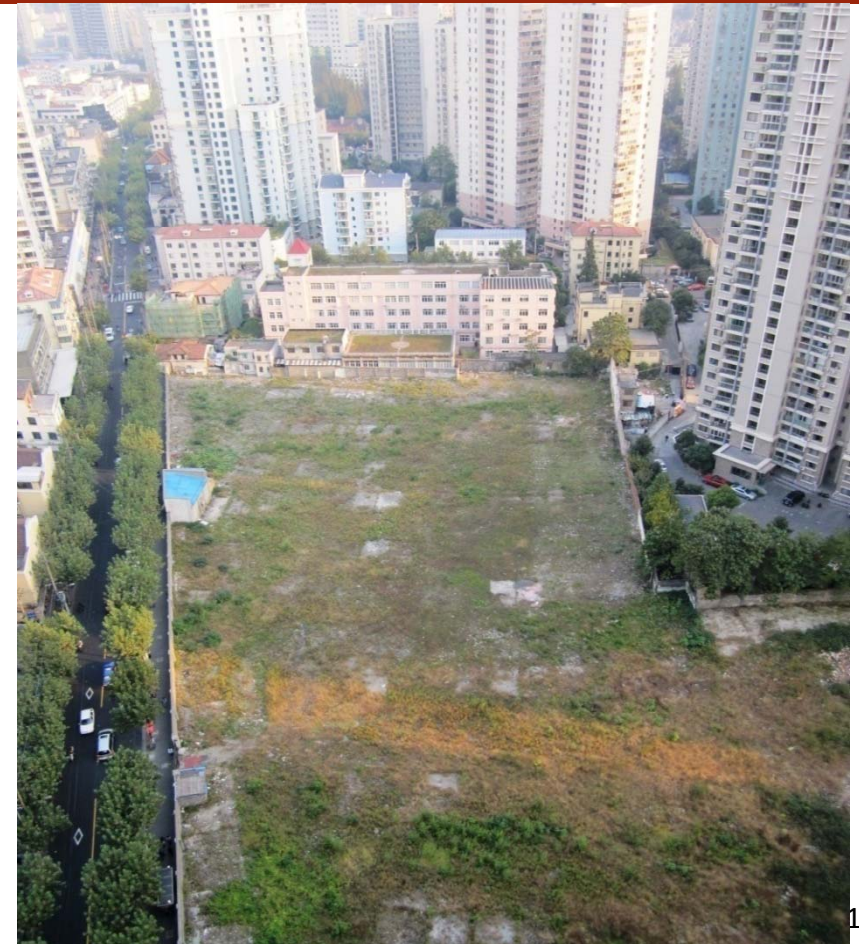
Project	District	Total GFA (sqm)	Cost (RMB mn)	Interest
Fuxinglu SOHO	Luwan	137,442	788	32% (increased to 80%)
Caojiadu Land	Jingan	81,000	1,640	100%
Hailunlu Land	Hongkou	152,032	2,470	100%
SOHO Zhangshan Plaza	Changning	142,184	3,200	100%
Total		512,658	8,098	

SHANGHAI CAOJIADU LAND

- **Situated in Shanghai Jingan District with convenient access to several subway lines**
- **Average land cost of about RMB 27,000/sqm**
- **We plan to sell all the residential, office and retail spaces**
- **Estimated ASP for residential and office is RMB 60,000/sqm**
ASP for retail is approximately RMB 100,000/sqm
- **Pre-sale is estimated to start in 2013**
- **Full completion is expected in 2014**

SHANGHAI CAOJIADU LAND

Site area:	14,832 sqm
Total GFA:	81,000 sqm
Land usage:	Mixed-used commercial property
Saleable GFA:	57,136 sqm
	Residential 13,946 sqm
	Office & above ground retail
	37,190 sqm
	Under ground retail
	6,000 sqm



HAILUN ROAD STATION LAND

- **Situated at Subway Line 10 Hailun Road Station in Hongkou District, only 2.5 km from the city center**
- **Average land cost of about RMB21,000/sqm, the land has been completely cleared**
- **We plan to sell all the office and retail spaces**
- **Estimated ASP for office is approximately RMB60,000/sqm**
ASP for retail is approximately RMB100,000/sqm

HAILUN ROAD STATION LAND

- **Total planned GFA of 152,032 sqm**
- **Total saleable area of 116,132 sqm, including**
 - **Office – 102,132 sqm**
 - **Retail – 14,000 sqm**
- **Pre-sale is estimated to start in early 2014, and construction completion would be in 2015**

SOHO ZHONGSHAN PLAZA

- **Situated at Zhongshan West Road (Inner Ring Road), Changning District in Shanghai, with close access to several subway lines**
- **Total consideration is RMB3.2 billion, representing average building cost of about RMB28,000/sqm**
- **Total planned GFA is 142,184 sqm, and the total saleable area is about 112,864 sqm, including**
 - **Office – 100,199 sqm**
 - **Retail – 12,664 sqm**

SOHO ZHONGSHAN PLAZA

- The buildings will be put into market for strata-title sale very soon
- Estimated ASP is approximately RMB 50,000/sqm



YTD 2011 CONTRACT SALES

Projects	GFA sqm (ex. Carpark)	Contract Sales (Rmb m)	ASP (Rmb/sqm)
Galaxy SOHO	13,653	1,418	103,019
The Exchange-SOHO	7,414	471	63,565
Sanlitun SOHO	558	64	94,383
SOHO Nexus Centre	715	40	53,341
Others		17	
Total		2,010	

As at 25 April 2011

MAJOR PROPERTIES FOR SALE IN 2011

Wangjing SOHO

- Total planned GFA 500,000 sqm
- Total saleable GFA 410,000 sqm
- Estimated ASP Office Rmb 50,000/sqm
 Retail Rmb 70,000/sqm
- Estimated presale time Early July



MAJOR PROPERTIES FOR SALE IN 2011

Danling SOHO

- Total planned GFA 42,638 sqm
- Total saleable GFA 31,031 sqm

Office	27,255 sqm
Retail	3,776 sqm
- Estimated ASP

Office	Rmb 44,000/sqm
Retail	Rmb 75,000/sqm
- Estimated presale time Mid July



MAJOR PROPERTIES FOR SALE IN 2011

SOHO Zhongshan Plaza

- **Total planned GFA 142,184 sqm**
- **Total saleable GFA 112,864 sqm**
- **Estimated ASP Rmb 50,000/sqm**
- **Estimated presale time August**



FURTHER GROWTH ON THE WAY

- **To launch three new projects for presale in 2H 2011 with total value around Rmb 27bn**
- **To continue to acquire land parcels/projects, more than half of annual acquisition target Rmb 15bn achieved**
- **To improve the product quality amid rapid scale expansion, with GFA under construction of 1.7m sqm**

SALES SCHEDULE

2010	2011	2012	2013
Sanlitun SOHO	The Exchange-SOHO	Wangjing SOHO	Wangjing SOHO
ZhongGuanCun SOHO	Galaxy SOHO	SOHO Zhongshan Plaza	Hongqiao SOHO
The Exchange-SOHO	Wangjing SOHO	Hongqiao SOHO	Caojiadu Land
SOHO Nexus Centre	Danling SOHO	New Projects	New Projects
Galaxy SOHO	SOHO Zhongshan Plaza		

DEVELOPMENT SCHEDULE

Project Completion (sqm)	2010	2011	2012	2013	2014	2015
Sanlitun SOHO	223,300					
The Exchange-SOHO	80,509					
Galaxy SOHO			334,000			
Guanghualu SOHO II				167,000		
Wangjing SOHO				330,000	170,000	
SOHO Nexus Centre	103,340					
Tiananmen South(Qianmen)		32,000				
SOHO on the Bund				189,000		
Hongqiao SOHO				300,000		
Fuxinglu SOHO				137,400		
Danling SOHO		42,638				
Caojiadu Land					81,000	
Hailunlu Land						152,032
SOHO Zhongshan Plaza		142,184				
Total	407,149	216,822	334,000	1,123,400	251,000	152,032

The data are planned total GFA.

SOHO  CHINA

THANK YOU