

SOHO 中国 CHINA

JULY 2011

SOHO CHINA

2010 Presale	RMB 23.8 bn	Market cap	USD 4,867 mm
FY 2009 Revenue	RMB 7,413 mm	2011E PE	19.6 x
FY 2010 Revenue	RMB 18,215 mm	2012E PE	7.4 x
FY 2009 Net Profit	RMB 3,300 mm	NAV	HK\$9.81/share
FY 2010 Net Profit	RMB 3,636 mm	2010 Dividend yield	5.4%
Total cash	RMB 20 bn	No. of Employees	2,096
Total GFA completion	2.5 mm sqm		
Total GFA under development	2.1 mm sqm		

- As at 8 July 2011
- PE and NAV are based on market average

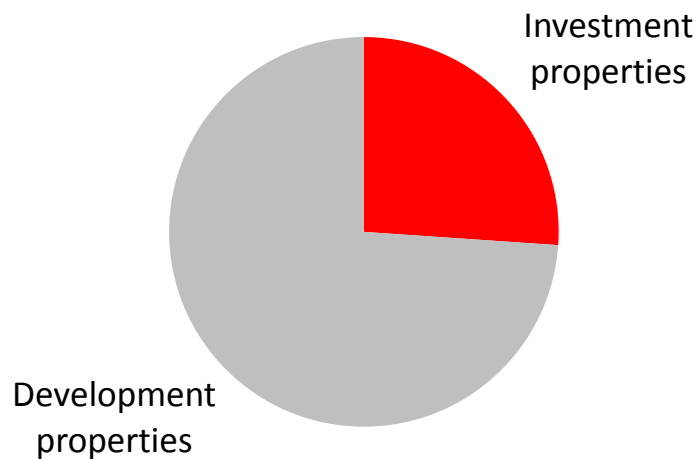
UNIQUE HIGH-RETURN BUSINESS MODEL

- **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**

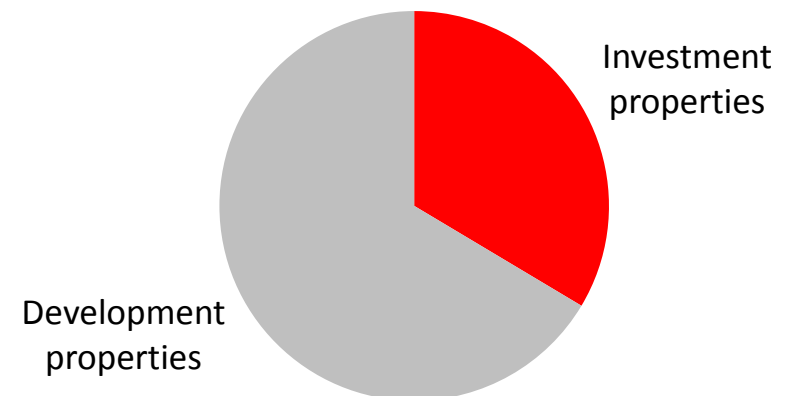
KEEP SALES SCALE, HOLD MORE PROPERTIES

- **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

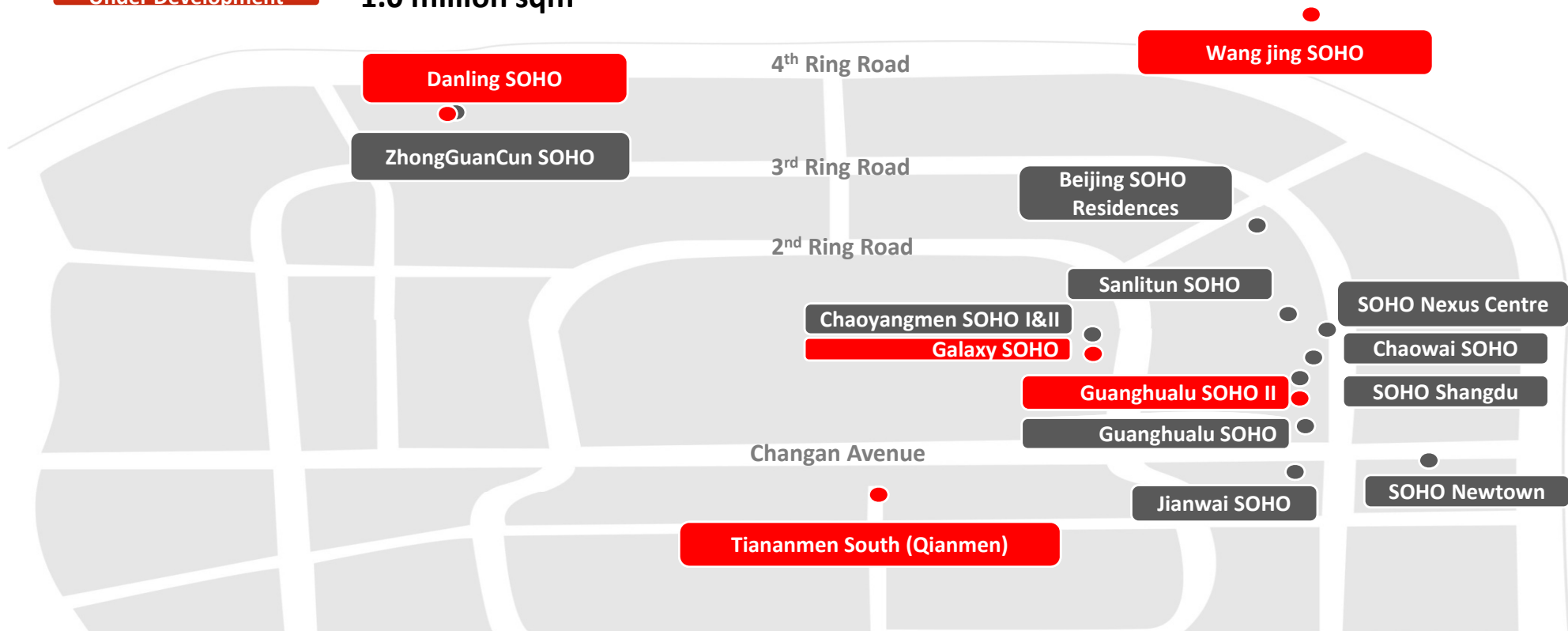
BENEFITS FROM HOLDING PROPERTIES

- **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

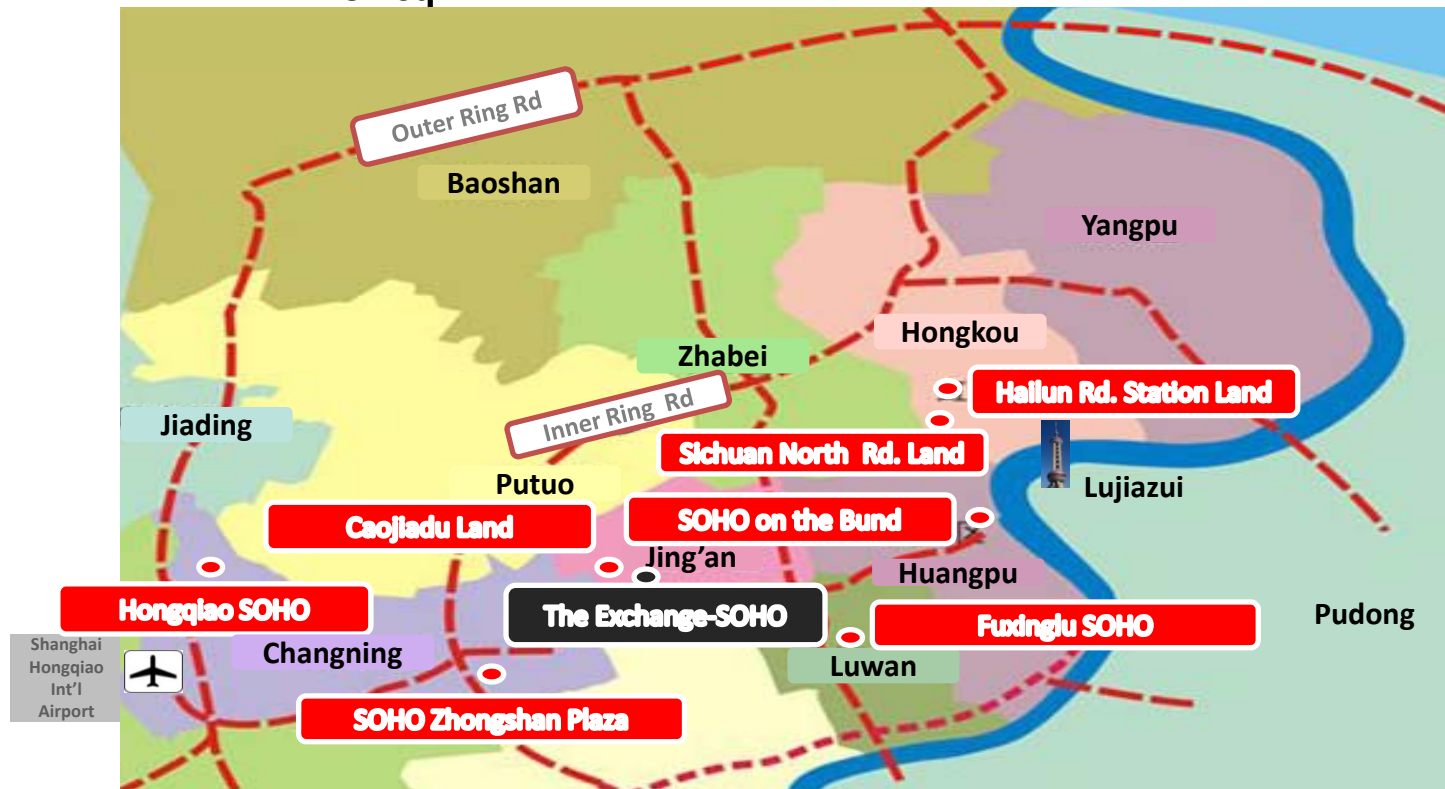
Completed 2.4 million sqm
Under Development 1.0 million sqm



INCREASING PRESENCE IN SHANGHAI

About 1.2 million sqm properties completed and under development in Shanghai

Completed	0.1 million sqm
Under Development	1.1 million sqm



BEIJING NO.1 – SOHO CHINA

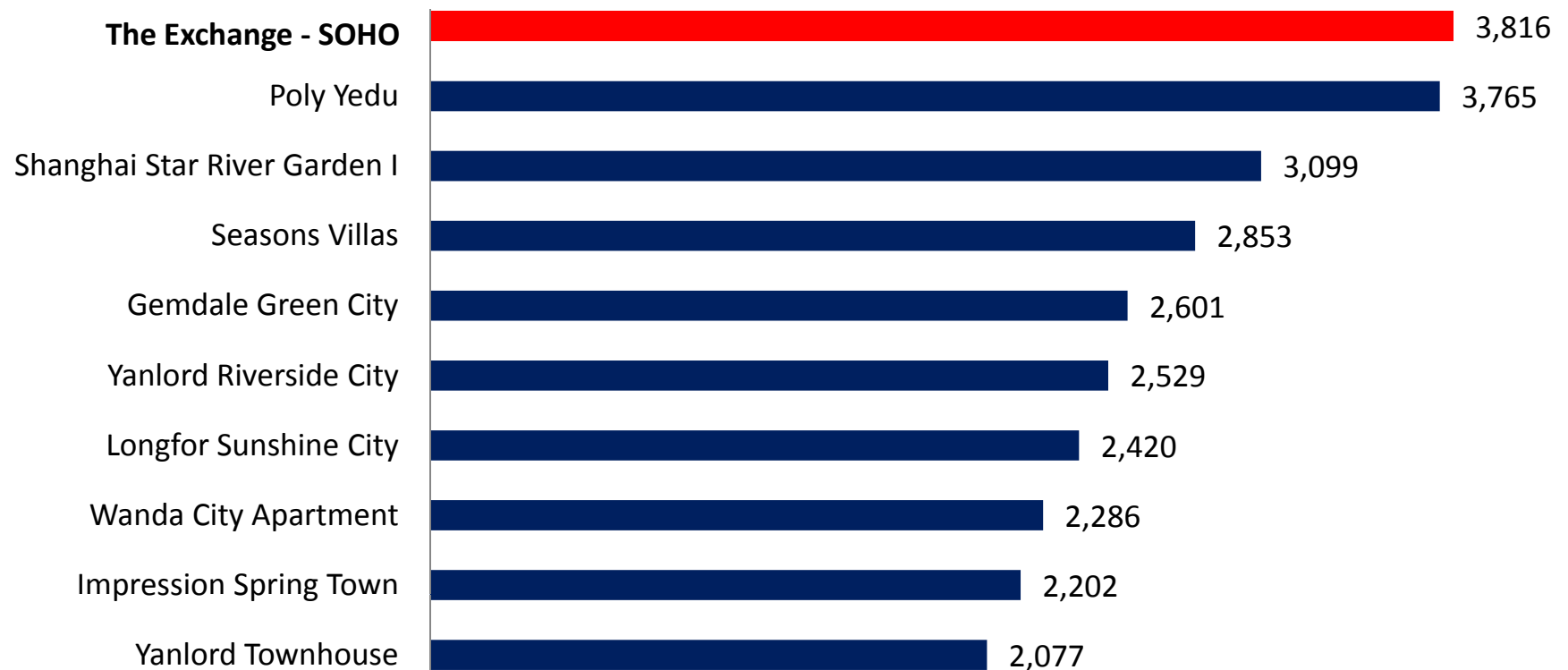
2010 Beijing Top 10 Developers in Contract Sales (RMB billion)



Source: CRIC

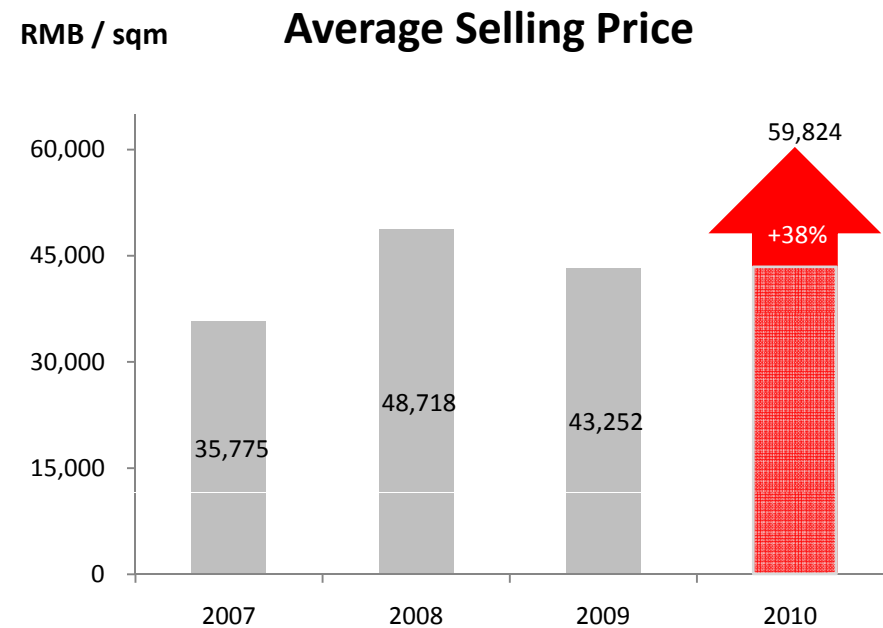
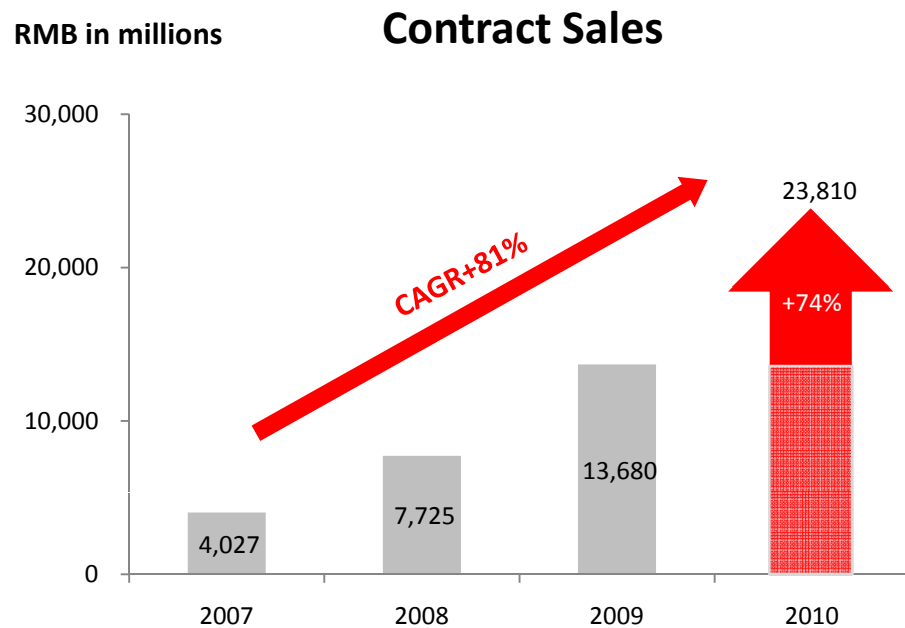
SHANGHAI NO.1 - THE EXCHANGE-SOHO

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



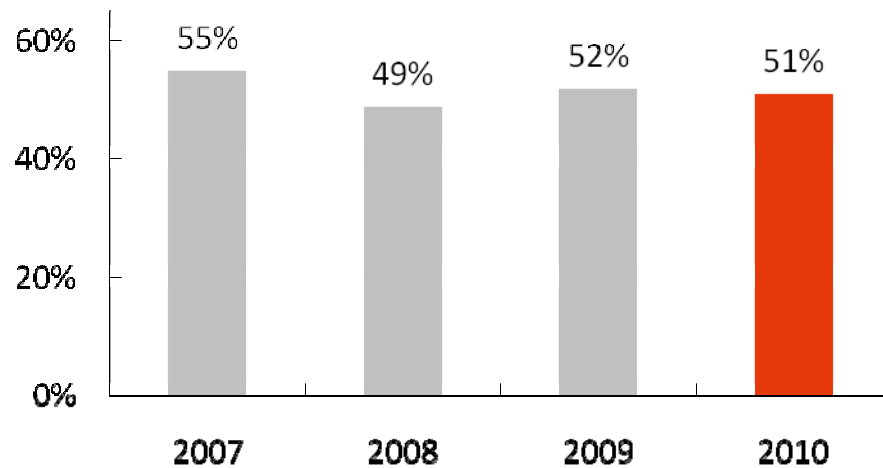
Source: CRIC

2010 SALES UP 74%, ASP UP 38%

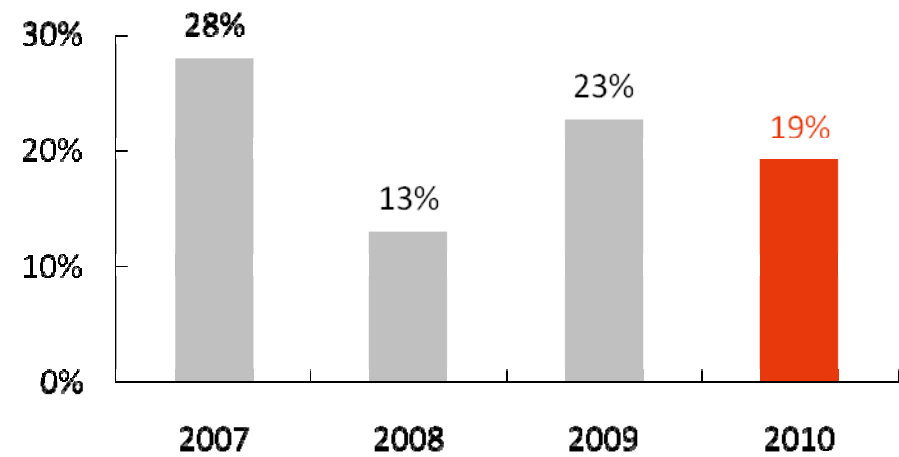


HIGH MARGIN MAINTAINED

Gross Margin



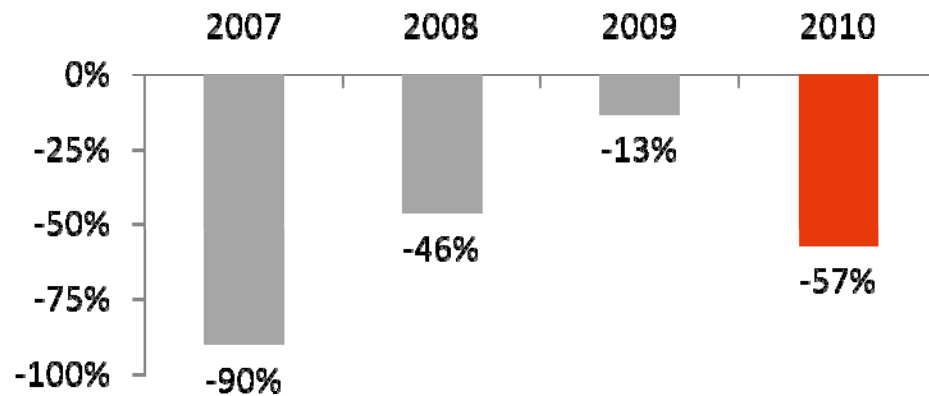
Net Margin*



* Excluding valuation gains

NET CASH POSITION

Net Debt to Equity



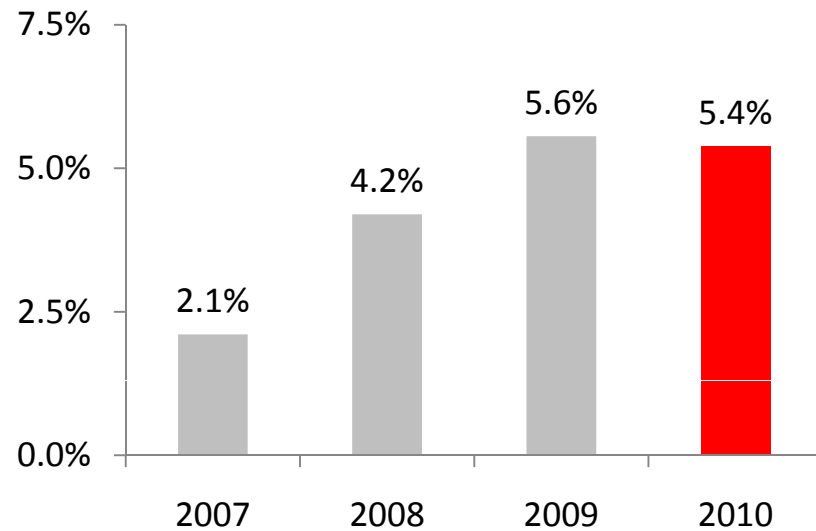
Cash position	RMB 17 bn
Syndicated loan to be drawn down	RMB 4 bn*
Bank facilities unutilized	RMB 16 bn
Total	RMB 37 bn

As June 2011

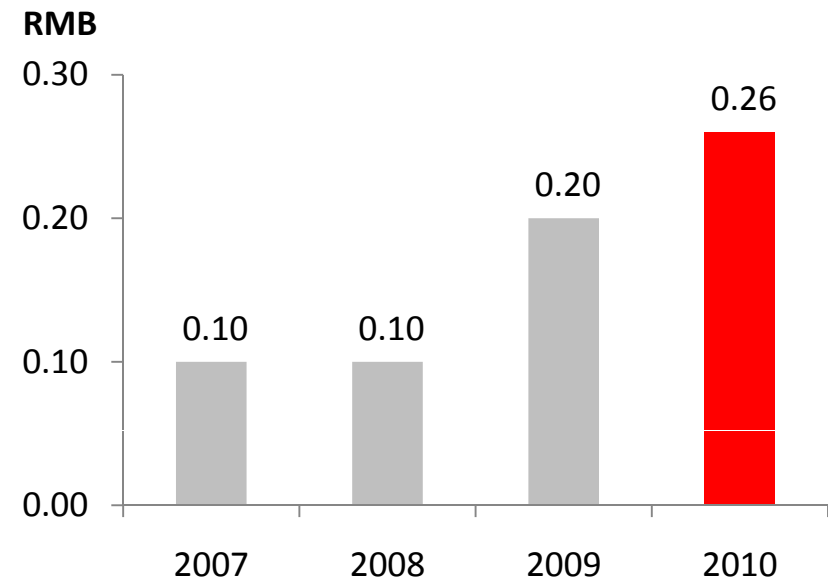
* USD 605m

2010 DIVIDEND YIELD OVER 5.4%

Dividend Yield

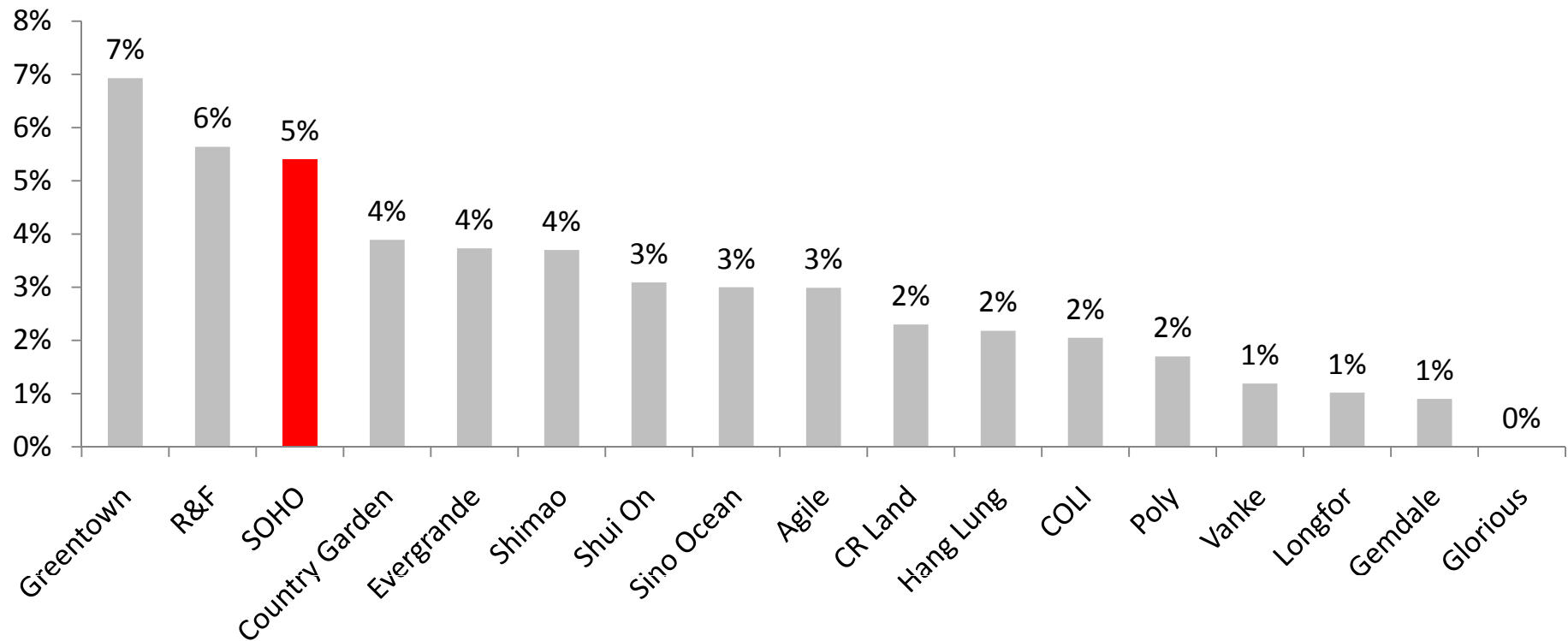


Dividend per Share



ONE OF HIGHEST AMONG PEERS

2010 Dividend Yield



Source: Bloomberg

YTD ACQUISITIONS OVER RMB 9.6 BN

Target acquisition for 2011 is Rmb 15bn, >60% has been achieved

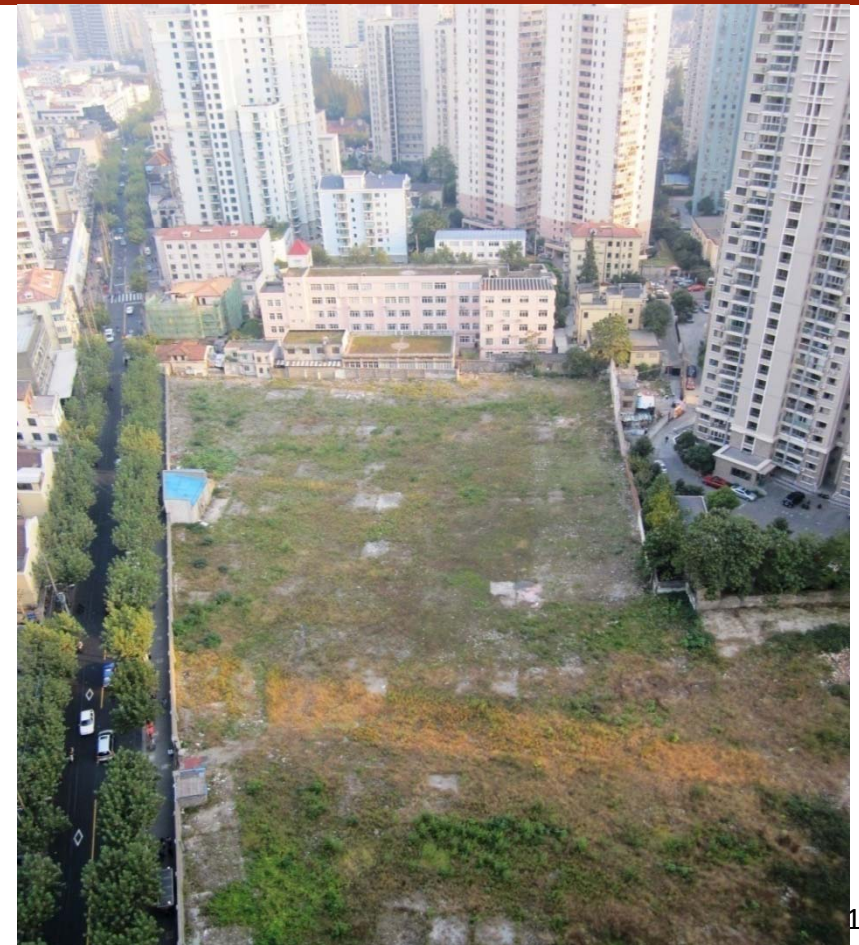
Project	District	Total GFA (sqm)	Cost (RMB mn)	Interest
Fuxinglu SOHO	Luwan	137,442	788	32% (increased to 80%)
Caojiadu Land	Jingan	81,000	1,640	100%
Hailunlu Land	Hongkou	152,032	2,470	100%
SOHO Zhongshan Plaza	Changning	142,184	3,200	100%
Sichuan North Rd.Land	Hongkou	97,200	1,500	100%
Total		609,858	9,598	

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



SICHUAN NORTH ROAD STATION LAND

- **Situated at 10 Hainan Road, Hongkou District in Shanghai, the project is at the most prime and developed area of the Sichuan North Road commercial district**
- **Total consideration of RMB1.5 billion, representing average land cost of about RMB22,400/sqm**
- **The land is completely cleared currently**

SICHUAN NORTH ROAD STATION LAND

- **Total site are of 16,467 sqm and total saleable area of 66,833 sqm, including**
 - **Office – 60,194 sqm**
 - **Retail – 6,639 sqm**
- **The pre-sale is estimated to start in 2013**
- **Estimated ASP is approximately RMB60,000/sqm**

YTD 2011 CONTRACT SALES

Projects	GFA sqm (ex. Carpark)	Contract Sales (Rmb m)	ASP (Rmb/sqm)
Galaxy SOHO	19,559	1,933	98,014
The Exchange-SOHO	7,414	471	63,565
Sanlitun SOHO	2,279	150	60,434
SOHO Nexus Centre	782	46	57,113
Others	244	85	-
Total	30,278	2,686	

As at 30 June 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 August



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 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

2011	2012	2013	2014
The Exchange-SOHO	Wangjing SOHO	Wangjing SOHO	Caojiadu Land
Galaxy SOHO	SOHO Zhongshan Plaza	Hongqiao SOHO	Sichuan North Rd.
Wangjing SOHO	Hongqiao SOHO	Caojiadu Land	Hailun Rd.Land
Danling SOHO	New Projects	Sichuan North Rd.	New Projects
SOHO Zhongshan Plaza		New Projects	

DEVELOPMENT SCHEDULE

Project Completion (sqm)	2011	2012	2013	2014	2015
Tiananmen South(Qianmen)	32,000				
Danling SOHO	42,638				
SOHO Zhongshan Plaza	142,184				
Galaxy SOHO		334,000			
SOHO on the Bund			189,000		
Fuxinglu SOHO			137,400		
Guanghualu SOHO II			167,000		
Hongqiao SOHO			300,000		
Wangjing SOHO			330,000	170,000	
Caojiadu Land				81,000	
Sichuan North Rd. Land				97,200	
Hailun Rd. Station Land					152,032
Total	216,822	334,000	1,123,400	348,200	152,032

The data are planned total GFA, highlighted projects are investment properties

SOHO  CHINA

THANK YOU