



Business Update

Jingrui "Ruixiang+" Platform Sales "Always Online"

Relying on WeChat mini program, Jingrui "Ruixiang+" combines a variety of functions under major modules such as brand promotion, housing display, commission system, online activities, property consultation, mortgage calculation and making appointment, providing customers with careful property purchase services. Real-scene pictures allow customers to view the property without presence at site; online real estate consultants provide one-to-one detailed consultation on housing information; and mortgage calculation tools provide assisting function during the property purchase.

During the year since the launch of "Ruixiang+" online, with festivals, anniversaries as the starting point, seven thematic activities have been organized, including the 27th anniversary of the Company, Jingrui Hi-Chao Festival, and the Dragon Boat Festival. Activities were carried out in a variety of interactive forms such as red packet as cash, cash refund for property purchase, and group buying for free order, offering plenty of real discounts. During the Jingrui Hi-Chao Festival, "Ruixiang+" launched an online live broadcast to select houses for customers with a new model. So far, "Ruixiang+" has served more than 170,900 customers, among which we received a total of about 81,500 phone calls and about 80,100 visits.

With high-quality products and discounts, "Ruixiang+" helps consumers obtain wonderful life with one click.



Stock Information

Stock Code	1862.HK
Closing Price	HK\$2.49
52-week Price Range	HK\$1.88–2.65
Market Cap	HK\$3.932 billion
Issued Shares	1.539 billion
Date of Listing	31 October 2013

Source: HKEX as of 28 February 2021

Result Highlights

1H20

Revenue	RMB3.154 billion
Gross Profit	RMB990 million
Net Profit	RMB345 million
Total Assets	RMB54.113 billion

(As of 30 June 2020)

2020

Contracted Sales	RMB25.507 billion
Contracted ASP	RMB22,033/sq.m.

Contact us

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Unaudited operating data for February 2021

Contracted Sales

In February 2021, the contracted sales of Jingrui Holdings (sales from joint ventures and associates) was approximately RMB1,056 million, the contracted sales area was approximately 64,430 square meters, the average contracted sales price was approximately RMB16,390 per square meter. For the Two months ended February 28, 2021, the Group's aggregated contracted sales (including contracted sales by joint ventures and associates) was approximately RMB3,878 million, the Group's contracted gross floor area was approximately 208,565 square meters and the Group's contracted average selling price was approximately RMB18,594 per square meter.

Monthly Contracted Sales (Jan. 2020–Feb. 2021)



About Jingrui

Founded in Shanghai in 1993, Jingrui Holdings Limited is one of the leading regional residential property developers in the Yangtze River Delta region of China. In 2020, Jingrui tapped into Chengdu, Hefei and Nanchang markets, extending its strategic footprint to 22 cities nationwide, including four municipalities. Jingrui believes in reform and innovation. And the Company continuously optimises its development and adjusts its strategic blueprint. The Company initially completed its strategic transition and upgrading driven by "customers' insight" and "light assets" in 2016, highlighting the Company's value design capability with "customer insights" as its core, along with a fund operation model. At present, Jingrui has built a comprehensive platform with five businesses, namely: Yan Capital Management, Jingrui Properties, Jingrui Capital, Jingrui Service, and Co-Fortune Capital. By focusing on refined asset-light operations, Jingrui can penetrate the entire industry chain, which pushes the Company to transform itself from a traditional residential developer into an asset management service provider. For further information, please visit <http://www.jingruis.com>.

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