

## Summary Highlights in October of Jingrui Holdings

Unaudited Operating data:

	Contracted sales (RMB100 million) (YoY Growth)	Contracted GFA sold (sq.m)	ASP (RMB/square meter)
<b>October</b>	8.31	47,390	17,535
<b>January - October</b>	251.59 (+33%)	1,330,225	18,913

## Deepened Digital Era: Continue to Release Innovation Drivers and Embrace New Splendor of Jingrui Holdings

### Technology-based Innovation Brings You a More Wonderful Home

In terms of technology application, having a keen insight and foresight, Jingrui Properties started to explore the application of digital technology in the real estate industry very early, and launched a new customized application platform - "Space Me" brand. With the help of technology, it created a one-stop solution from buying an apartment to moving in and output systematic services, aiming to provide customers with a full range of differentiated customization, and create a wonderful home for every family.

"Space Me" delves into customer expectations: Through house space, interior decoration and home furnishing, we are doing our utmost to create a comprehensive and full-life-cycle customized system from hardware to software, from house construction to house type improvement, realizing the combination of nearly a million customization possibilities based on product, house type and community, and creating exclusive beautiful living experience for each family.



Up to now, "Space Me" has successively launched customized services in 10 cities, including Shanghai, Hangzhou, Suzhou, Ningbo, Zhoushan and Nanjing. More than 17 projects have been delivered or are under implementation, creating a total business value of nearly RMB28 billion. Driven by technology, it has become a unique "wonderful home" built for millions of families.

## Stock Information

Stock Code	1862.HK
Closing Price	HK\$2.18
52-week Price Range	HK\$2.00–2.70
Market Cap	HK\$3.370 billion
Issued Shares	1.539 billion
Date of Listing	31 October 2013

Source: HKEX as of 31 October 2021

## Result Highlights

### 1H21

Revenue	RMB5.1 billion
Gross Profit	RMB1.227 billion
Net Profit	RMB366 million
Total Assets <i>(As of 30 June, 2021)</i>	RMB66.752 billion

### 1H21

Contracted Sales	RMB18.735 billion
Contracted ASP	RMB19,327/sq.m.

## Contact Us

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## Deepened Digital Era: Continue to Release Innovation Drivers and Embrace New Splendor of Jingrui Holdings (Continued)

### Real-time Scenario-based Service Refines Operation

"Customer first" is one of the values that Jingrui always adheres to. In recent years, as the trend "technology + real estate" deepens, it has become an important development dimension to continuously improve the technology content of operation services and provide customers with more convenient, real-time and rich experience. Joyride Apartment under Jingrui Capital further upgraded the member system this year. In July, REAL CLUB member applet was released. Through the combination and implementation of online and offline services, more hardware and software configurations are integrated on the basis of the original operation services to create a rich rental life service ecology.



REAL CLUB WeChat applet was also released lately. On the basis of the original services, customers' demands are further explored and rental and life is deeply integrated in this applet. The more convenient applet is combined with Qing Xi Dao cleaning service, Lan Xi Niu moving service, Shou Qi Yue Che travel service and so on, truly improving customers' rental life satisfaction and happiness. In future, it will also be connected with REAL CLUB APP to form a digital platform matrix. Besides, the improved digital system also lays a technical foundation, for both the rapid expansion of apartments, and the realization of rapid and large-scale operation in the future. By then, the efficient customer operation service for rental life can be realized with one button.

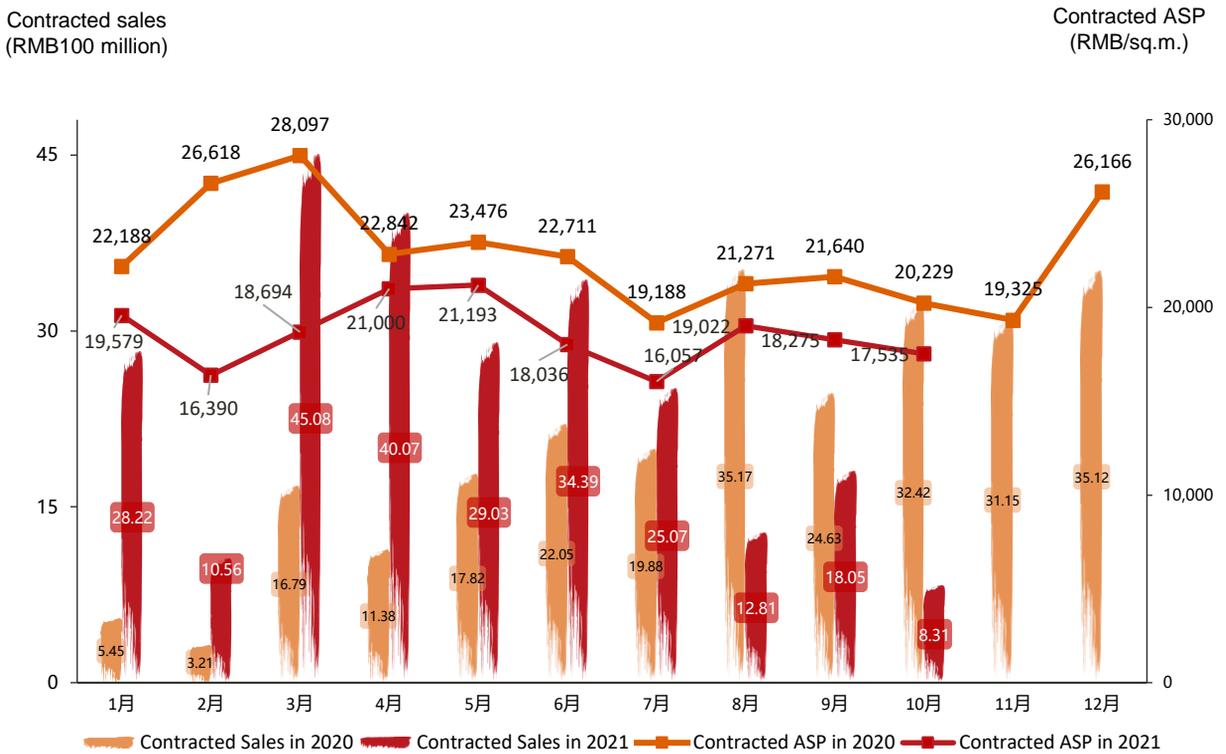


### Private-domain Traffic Makes it More Interesting and Efficient

"Creativity and Breakthrough" is also one of the values of Jingrui, as well as the "spiritual core" of Jingrui staff. As a continuous explorer of digital applications, Jingrui has always kept up with the development trend of the industry. Through interesting interactive marketing, it combines online and offline services to launch various "theme festival" series activities. These activities attract attention of large number of people and help achieve effective business, opening up the track of accelerated development by digital means.



Relying on its innovative thinking, Jingrui Properties commenced online marketing as early as 2015. It first adopted the mobile Weidian model for housing sales and joined hands with Ping An Finance, KANJIANG.NET and JD.com to explore the possibilities to improve business. On the occasion of the company's 28th anniversary celebration this year, Jingrui Properties released a fan festival through the online sales office "RuiXiang +" Platform, attracting numerous fans with a large number of perks and fun contents. The large amount of traffic harvested online was converted into offline sales.

**Monthly Contracted Sales (January 2020 - October 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. As at June 30, 2021, Jingrui has established a presence in four municipalities directly under the central government and 23 cities. With winning market opportunities through reform and innovation as its central task, Jingrui continuously optimizes its development concept and adjusts its strategic blueprint in due time, and has initially completed its strategic transition and upgrade based on the dual-driver model of "customer insights" and "asset-light operation" in 2016. This model facilitates the Company's scale growth by highlighting the value design capability with "customer insights" as the core and the asset-light operation mode of fund operation. In 2021, Jingrui Holdings ranked 51th among the Top 100 Real Estate Enterprises in China, among the Top 10 in "Financing Capacity" and Top 10 in "Operational Efficiency". At present, Jingrui Holdings has formed a comprehensive platform covering five businesses: Yan Capital Management, Jingrui Properties, Jingrui Capital, Jingrui Service and Co-Fortune Capital. By focusing on the asset-light, refined and operation-oriented strategy, Jingrui can cover the upstream and downstream industrial chain of real estate and push itself to transform from a conventional developer into an asset management service provider. For more details, please visit <http://www.jingruis.com>.

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