



Yanlord Land Group Limited

*Press Release - YANLORD ACHIEVES 100% SELLOUT ON LATEST LAUNCH OF YANLORD YANGTZE RIVERBAY TOWN IN NANJING, GARNERS OVER RMB2.132 BILLION PRE-SALES*

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BILLION PRE-SALES**

**(Singapore/Hong Kong – 3<sup>rd</sup> NOVEMBER 2016)** – Singapore Exchange Listed **Yanlord Land Group Limited** (“Yanlord” or the “Company”, and together with its subsidiaries, the “Group”), a real estate developer focusing on developing high-end integrated commercial and residential property projects in strategically selected high-growth cities in the People’s Republic of China, announced today that it had achieved a 100% sellout on the first day of its latest apartment launch in Yanlord Yangtze Riverbay Town (Phase 4) (仁恒江湾城 4 期) in Nanjing.

Opening to stellar response from the market on 2<sup>nd</sup> November 2016, Yanlord sold all of the 214 apartment units launched during the first day of sales at an average price of approximately RMB45,000 per square metre (“sqm”) for the 47,387 sqm gross floor area (“GFA”) sold. With a company requirement for buyers to commit to an 80% downpayment of total value on the date of purchase, the total contracted pre-sales derived from the launch amounted to approximately RMB2.132 billion.

Commenting on the launches of the apartment units, Yanlord’s Chairman and Chief Executive Officer, Mr. Zhong Sheng Jian, said, “Positive market sentiments in the PRC property sector continue to drive demand for high-quality residential developments. Capitalising on the positive buyer sentiment, we will continue to launch new projects that will cater to the demand of our discerning customers. In addition, the current market environment also provides us with the opportunity to selectively increase the ASPs of our developments which will serve to enhance the profitability of our projects. Yanlord’s competitive advantage remains in the delivery of high-quality developments that continually meet and exceed customer demands in first and second tier cities. This

advantage is clearly reflected in the stellar sell through witnessed in our recent project launches and will continue to lay the foundation for the Group's sustained development."

About Yanlord Yangtze Riverbay Town (仁恒江湾城)

Located along the Yangtze River in Hexi New Area, Nanjing, Yanlord Yangtze Riverbay Town occupies a land area of approximately 303,000 sqm, which will be developed into a total GFA of approximately 717,000 sqm. The project is divided into five phases of which the first, second and third phases have been delivered. In August 2015, Yanlord launched the inaugural batch of apartments at Yanlord Yangtze Riverbay Town (Phase 4). Opening to strong support from home buyers, Yanlord sold 225 of the 297 apartment units launched on the opening day, deriving approximately RMB2.344 billion of pre-sales. Building on the strong momentum achieved, a second batch of apartments was launched on 7<sup>th</sup> November 2015 which saw 118 of the 126 units launched sold on the opening day, deriving approximately RMB1.242 billion in additional pre-sales.

**### END ###**

*Issued on behalf of Yanlord Land Group Limited*

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**About Yanlord Land Group Limited:**

**(Co. Reg. No. 200601911K)**

Yanlord Land Group Limited (Z25.SI) is a real estate developer based in the People's Republic of China, with a focus on the development of high-end fully-fitted residential, commercial and integrated property projects in strategically selected key and high-growth cities in the PRC. Yanlord Land Group Limited was listed in June 2006 on the Mainboard of the Singapore Stock Exchange.

Since Yanlord's foray into the PRC market in 1993, it has successfully developed a number of large-scale residential property developments in Shanghai and Nanjing with international communities of residents, such as Yanlord Gardens, Yanlord Riverside Gardens and Yanlord Riverside City in Shanghai and Orchid Mansions, Bamboo Gardens and Yanlord International Apartments in Nanjing. The "Yanlord" name has been developed into a premium brand, synonymous with quality, within the property development industry of PRC. Currently, the Group has an established presence in eleven key high-growth cities within the five major economic regions of the PRC, namely, (i) Yangtze River Delta – Shanghai, Nanjing, Suzhou and Nantong; (ii) Western China – Chengdu; (iii) Bohai Rim – Tianjin and Tangshan; (iv) Pearl River Delta – Zhuhai, Shenzhen and Zhongshan; and (v) Hainan – Sanya.

Yanlord has proactively extended its commercial property development projects, acquired a considerable number of land parcels for commercial use and has completed construction of retail malls, offices, hotels and serviced residence developments. These projects are expected to generate a stable rental income and increase the asset value for Yanlord.

*For additional information pertaining to Yanlord Land Group Limited, please refer to the Group's website, [www.yanlordland.com](http://www.yanlordland.com).*