

IPO FACT SHEET
Xinchengyue Holdings Ltd (1755 HK)
ISSUE STATISTICS

Offer Size:	HK\$580m – HK\$780m
Placement Tranche:	200m
Price:	HK\$2.90 – HK\$3.90
Board lot:	1000
Entry fee:	HK\$3,939.31
Historical PE	20.27x - 27.26x
Net tangible asset per share:	HK\$0.93 – HK\$1.17
Market Cap (post-IPO):	HK\$2.32b – HK\$3.12b
Open:	24 Oct 2018
Close:	12.00 noon on 30 Oct 2018
Trading:	6 Nov 2018
Sponsor:	Huatai Financial Holdings (Hong Kong) Limited

Year ended 31 Dec	(RMB'000)	yoy % chg
Revenue		
2016	573,372	43.3%
2017	866,370	51.1%
Profit for the year/period		
2016	52,180	126.4%
2017	91,742	75.8%

BACKGROUND

- They are a fast growing property management service provider in the PRC. They have been providing property management services in the PRC for more than 22 years.
- According to China Index Academy, they were ranked No. 7 in terms of growth among the 2018 China Top 100 Property Management Companies in the PRC, which marked our fourth consecutive year of being ranked among the top 10 property management service providers in terms of growth, and they were ranked No. 6 among the 2018 China Top 100 Property Management Companies in the PRC in terms of total GFA under management in the Yangtze River Delta Region.
- They were ranked No.16 in 2018, rising from No. 34 in 2010 among the China Top 100 Property Management Companies, as published by CIA. As of April 30, 2018, our contracted property management services spanned across 53 cities in 21 provinces, municipalities and autonomous regions with a total contracted GFA of 73.3 million sq.m. and a total GFA under management of 37.0 million sq.m.

BUSINESS STRATEGY AND FUTURE PLANS

- To increase our business scale for our property management services and expand our portfolio of properties under management by selectively pursuing strategic investment, cooperation and acquisition opportunities.
- Endeavor to build a network of business partners to provide their residents with an even more diverse array of services.
- Attract, retain and motivate talented personnel through training programs and career development opportunities.
- Utilizing advanced technology to optimize their business model to control costs and improve their overall profit margins.

COMPETITIVE STRENGTHS

- Being a fast growing property management service provider in the PRC in terms of new project acquisitions, market expansion, size of property management portfolio, geographic coverage and financial performance.
- Strong and long-standing relationship with Future Land Group.
- Their diverse range of services increases their customer's satisfaction.
- Orange APP that provides their residents with a one-stop information service platform.

- Their advanced data and internal management systems and their emphasis on employee training programs.
- Their experienced and professional management team with a proven track record.

KEY RISKS

- A significant portion of their revenue is derived from property management services for properties developed by Future Land Affiliates Group, and there is no assurance they will continue to be engaged by Future Land Affiliates Group to manage projects developed by them, or that they will be able to supplement any shortfall with projects from independent third-party property developers on terms acceptable to them, or at all.
- A significant portion of their operations are concentrated in the Yangtze River Delta Region, which exposes them to concentration risks.
- They may be subject to losses and their profit margins may decrease if they fail to control their costs in performing their property management services on a lump sum basis.
- Their ability to maintain or improve their current level of profitability depends on their ability to control operating costs, and in particular, labor costs and sub-contracting costs, and their profit margins and results of operations may be materially and adversely affected by any increase in labor or other operating costs.
- They rely on third-party sub-contractors to perform certain property management services and may be held responsible for their substandard services to their customers.

DIVIDEND POLICY

- Plans to pay annual dividends of approximately 30% of their annual distributable profit attributable to equity holders of the Company, commencing with respect to the year ending December 31, 2018.

USE OF PROCEEDS

	HK mn	As a percentage of gross proceeds from the Invitation (%)
Will be used for the expansion of their property management services to enlarge their business scale and bolster their geographic presence across the PRC.	300.60	48.0%
Will be used to acquire/obtain a diverse range of projects in various geographical areas.	75.10	12.0%
Will be used for the expansion of their value-added services business line	93.90	15.0%
Will be used to invest in advanced technology and their employees to create more efficient services for their residents, enhance the overall efficiency of their internal information management systems and standardize their service quality.	93.90	15.0%
Will be used for working capital and general corporate purpose.	62.70	10.0%
Total:	626.20	100.00%

Disclosures/Disclaimers

This report is prepared by UOB Kay Hian (Hong Kong) Limited ("UOBKHHK"), which is a licensed corporation providing securities brokerage and securities advisory services in Hong Kong.

This report is provided for information only and is not an offer or a solicitation to deal in securities or to enter into any legal relations, nor an advice or a recommendation with respect to such securities.

This report is prepared for general circulation. It does not have regard to the specific investment objectives, financial situation and the particular needs of any recipient hereof. Advice should be sought from a financial adviser regarding the suitability of the investment product, taking into account the specific investment objectives, financial situation or particular needs of any person in receipt of the recommendation, before the person makes a commitment to purchase the investment product.

This report is confidential. This report may not be published, circulated, reproduced or distributed in whole or in part by any recipient of this report to any other person without the prior written consent of UOBKHHK. This report is not directed to or intended for distribution to or use by any person or any entity who is a citizen or resident of or located in any locality, state, country or any other jurisdiction as UOBKHHK may determine in its absolute discretion, where the distribution, publication, availability or use of this report would be contrary to applicable law or would subject UOBKHHK and its associates (as defined in the Securities and Futures Ordinance, Chapter 571 of Hong Kong) to any registration, licensing or other requirements within such jurisdiction.

The information or views in the report ("Information") has been obtained or derived from sources believed by UOBKHHK to be reliable. However, UOBKHHK makes no representation as to the accuracy or completeness of such sources or the Information and UOBKHHK accepts no liability whatsoever for any loss or damage arising from the use of or reliance on the Information. UOBKHHK and its associates may have issued other reports expressing views different from the Information and all views expressed in all reports of UOBKHHK and its associates are subject to change without notice. UOBKHHK reserves the right to act upon or use the Information at any time, including before its publication herein.

Except as otherwise indicated below, (1) UOBKHHK, its associates and its officers, employees and representatives may, to the extent permitted by law, transact with, perform or provide broking, underwriting, corporate finance-related or other services for or solicit business from, the subject corporation(s) referred to in this report; (2) UOBKHHK, its associate and its officers, employees and representatives may also, to the extent permitted by law, transact with, perform or provide broking or other services for or solicit business from, other persons in respect of dealings in the securities referred to in this report or other investments related thereto; (3) the officers, employees and representatives of UOBKHHK may also serve on the board of directors or in trustee positions with the subject corporation(s) referred to in this report. (All of the foregoing is hereafter referred to as the "Subject Business"); and (4) UOBKHHK may otherwise have an interest (including a proprietary interest) in the subject corporation(s) referred to in this report.

As of the date of this report, no analyst responsible for any of the content in this report has any proprietary position or material interest in the securities of the corporation(s) which are referred to in the content they respectively author or are otherwise responsible for.

IMPORTANT DISCLOSURES FOR U.S. PERSONS

This research report is prepared by UOBKHHK, a company authorized, as noted above, to engage in securities activities in Hong Kong. UOBKHHK is not a registered broker-dealer in the United States and, therefore, is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. This research report is provided for distribution by UOBKHHK (whether directly or through its US registered broker dealer affiliate named below) to "major U.S. institutional investors" in reliance on the exemption from registration provided by Rule 15a-6 of the U.S. Securities Exchange Act of 1934, as amended (the "Exchange Act"). All US persons that receive this document by way of distribution from or which they regard as being from UOBKHHK by their acceptance thereof represent and agree that they are a major institutional investor and understand the risks involved in executing transactions in securities.

Any U.S. recipient of this research report wishing to effect any transaction to buy or sell securities or related financial instruments based on the information provided in this research report should do so only through UOB Kay Hian (U.S.) Inc ("UOBKHUS"), a registered broker-dealer in the United States. Under no circumstances should any recipient of this research report effect any transaction to buy or sell securities or related financial instruments through UOBKHHK.

UOBKHUS accepts responsibility for the contents of this research report, subject to the terms set out below, to the extent that it is delivered to and intended to be received by a U.S. person other than a major U.S. institutional investor.

The analyst whose name appears in this research report is not registered or qualified as a research analyst with the Financial Industry Regulatory Authority ("FINRA") and may not be an associated person of UOBKHUS and, therefore, may not be subject to applicable restrictions under FINRA Rules on communications with a subject company, public appearances and trading securities held by a research analyst account.

Analyst Certification/Regulation AC

Each research analyst of UOBKHHK who produced this report hereby certifies that (1) the views expressed in this report accurately reflect his/her personal views about all of the subject corporation(s) and securities in this report; (2) the report was produced independently by him/her; (3) he/she does not carry out, whether for himself/herself or on behalf of UOBKHHK or any other person, any of the Subject Business involving any of the subject corporation(s) or securities referred to in this report; and (4) he/she has not received and will not receive any compensation that is directly or indirectly related or linked to the recommendations or views expressed in this report or to any sales, trading, dealing or corporate finance advisory services or transaction in respect of the securities in this report. However, the compensation received by each such research analyst is based upon various factors, including UOBKHHK's total revenues, a portion of which are generated from UOBKHHK's business of dealing in securities.

Reports are distributed in the respective countries by the respective entities and are subject to the additional restrictions listed in the following table.

General	This report is not intended for distribution, publication to or use by any person or entity who is a citizen or resident of or located in any country or jurisdiction where the distribution, publication or use of this report would be contrary to applicable law or regulation.
Hong Kong	This report is distributed in Hong Kong by UOB Kay Hian (Hong Kong) Limited ("UOBKHHK"), which is regulated by the Securities and Futures Commission of Hong Kong. Neither the analyst(s) preparing this report nor his associate, has trading and financial interest and relevant relationship specified under Para. 16.4 of Code of Conduct in the listed corporation covered in this report. UOBKHHK does not have financial interests and business relationship specified under Para. 16.5 of Code of Conduct with the listed corporation covered in this report. Where the report is distributed in Hong Kong and contains research analyses or reports from a foreign research house, please note: (i) recipients of the analyses or reports are to contact UOBKHHK (and not the relevant foreign research house) in Hong Kong in respect of any matters arising from, or in connection with, the analysis or report; and (ii) to the extent that the analyses or reports are delivered to and intended to be received by any person in Hong Kong who is not a professional investor, or institutional investor, UOBKHHK accepts legal responsibility for the contents of the analyses or reports only to the extent required by law.
Indonesia	This report is distributed in Indonesia by PT UOB Kay Hian Securities, which is regulated by Financial Services Authority of Indonesia (OJK). Where the report is distributed in Indonesia and contains research analyses or reports from a foreign research house, please note recipients of the analyses or reports are to contact PT UOBKH (and not the relevant foreign research house) in Indonesia in respect of any matters arising from, or in connection with, the analysis or report.
Malaysia	Where the report is distributed in Malaysia and contains research analyses or reports from a foreign research house, the recipients of the analyses or reports are to contact UOBKHM (and not the relevant foreign research house) in Malaysia, at +603-21471988, in respect of any matters arising from, or in connection with, the analysis or report as UOBKHM is the registered person under CMSA to distribute any research analyses in Malaysia.
Singapore	This report is distributed in Singapore by UOB Kay Hian Private Limited ("UOBKH"), which is a holder of a capital markets services licence and an exempt financial adviser regulated by the Monetary Authority of Singapore. Where the report is distributed in Singapore and contains research analyses or reports from a foreign research house, please note: (i) recipients of the analyses or reports are to contact UOBKH (and not the relevant foreign research house) in Singapore in respect of any matters arising from, or in connection with, the analysis or report; and (ii) to the extent that the analyses or reports are delivered to and intended to be received by any person in Singapore who is not an accredited investor, expert investor or institutional investor, UOBKH accepts legal responsibility for the contents of the analyses or reports only to the extent required by law.
Thailand	This report is distributed in Thailand by UOB Kay Hian Securities (Thailand) Public Company Limited, which is regulated by the Securities and Exchange Commission of Thailand.
United Kingdom	This report is being distributed in the UK by UOB Kay Hian (U.K.) Limited, which is an authorised person in the meaning of the Financial Services and Markets Act and is regulated by The Financial Conduct Authority. Research distributed in the UK is intended only for institutional clients.
United States of America ('U.S.')	This report cannot be distributed into the U.S. or to any U.S. person or entity except in compliance with applicable U.S. laws and regulations. It is being distributed in the U.S. by UOB Kay Hian (US) Inc, which accepts responsibility for its contents. Any U.S. person or entity receiving this report and wishing to effect transactions in any securities referred to in the report should contact UOB Kay Hian (US) Inc. directly.

Copyright 2018, UOB Kay Hian (Hong Kong) Ltd. All rights reserved.

<http://www.utrade.com.hk>