

Ying Li International Real Estate Ltd



YING LI 3.0

July 2013

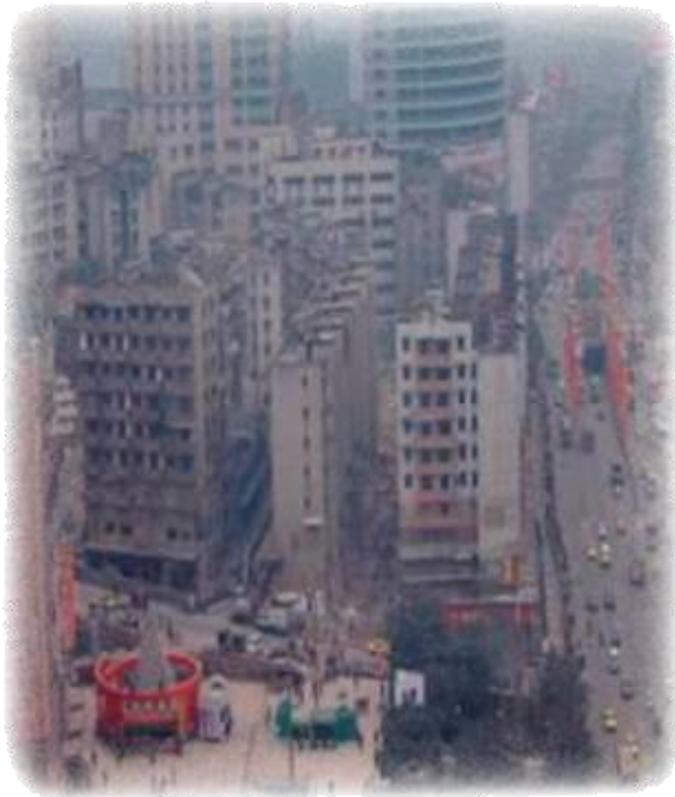
YING LI'S CORE STRENGTHS

1. Sterling reputation and successful track record in developing landmark projects in Chongqing CBDs



YING LI'S CORE STRENGTHS

2. Excel in urban renewal, giving us advantage in acquiring prime land



*Guanyinqiao BEFORE urban renewal
(2003)*

Urban Renewal

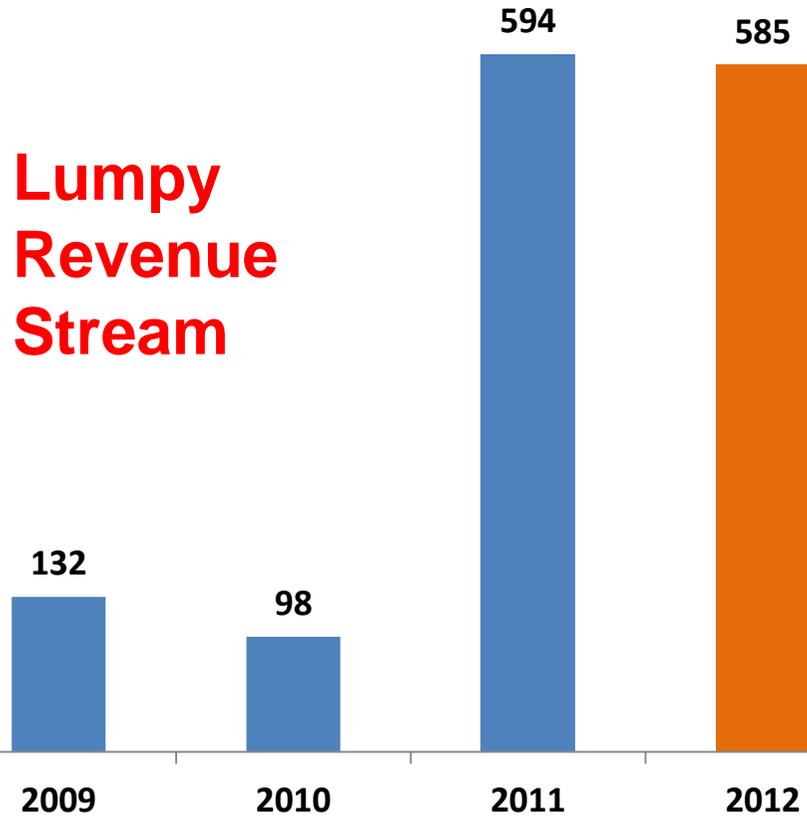


*Guanyinqiao AFTER urban renewal
(Current)*

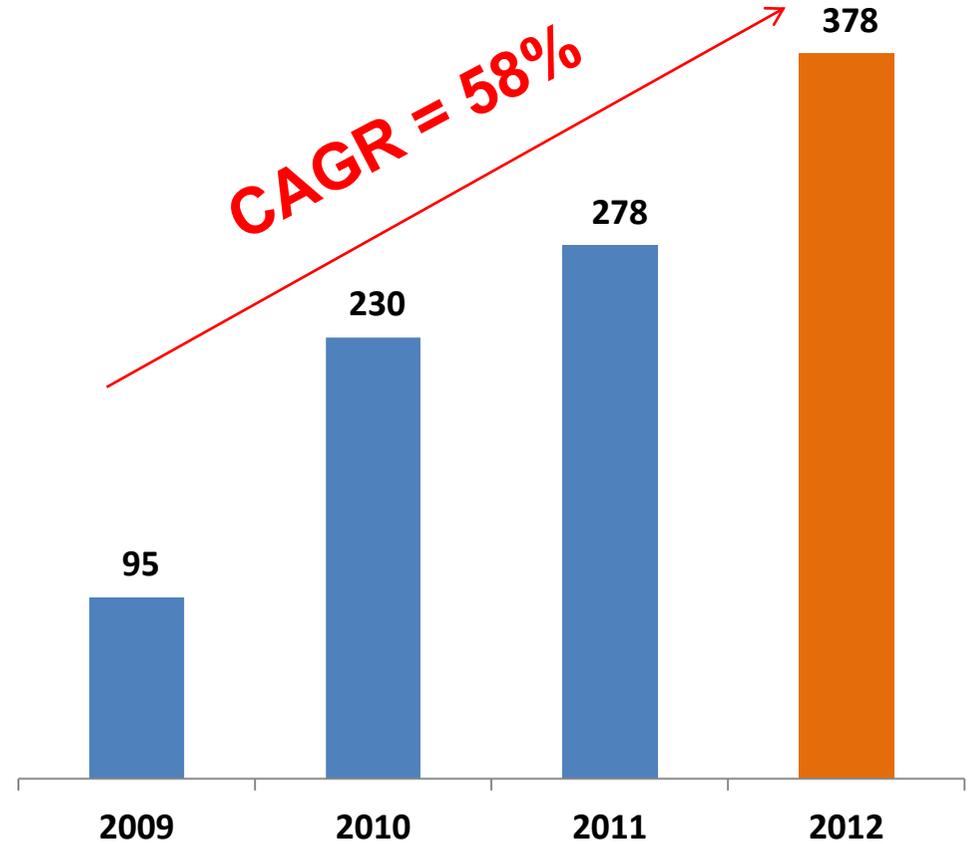


HEALTHY FINANCIAL PERFORMANCE

REVENUE (RMB MILLION)

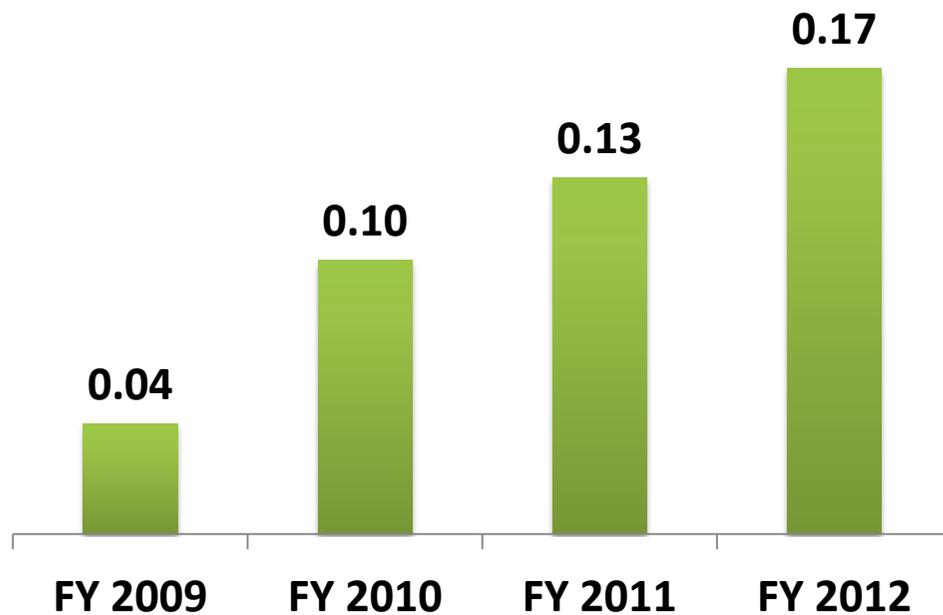


NET PROFIT AFTER TAX (RMB MILLION)

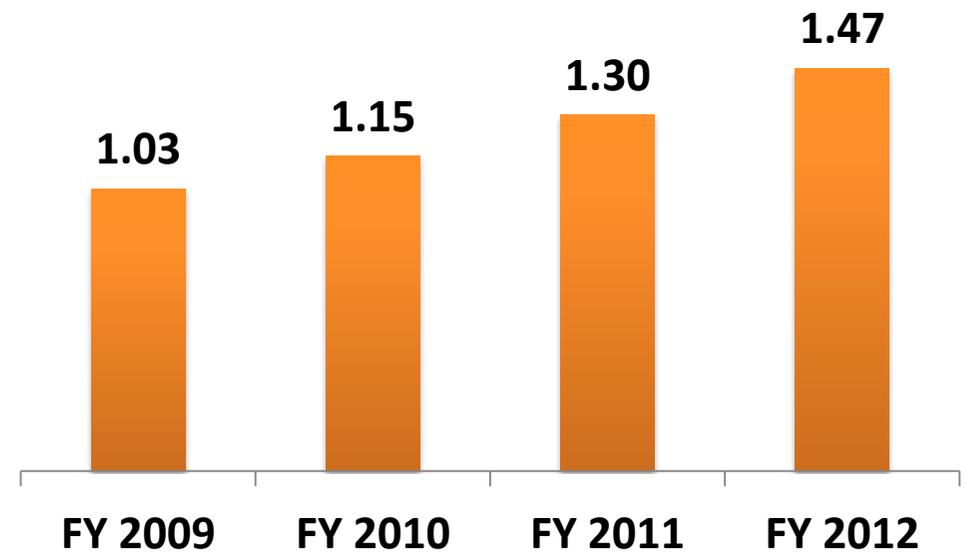


HEALTHY FINANCIAL PERFORMANCE

EARNING PER SHARE (RMB)



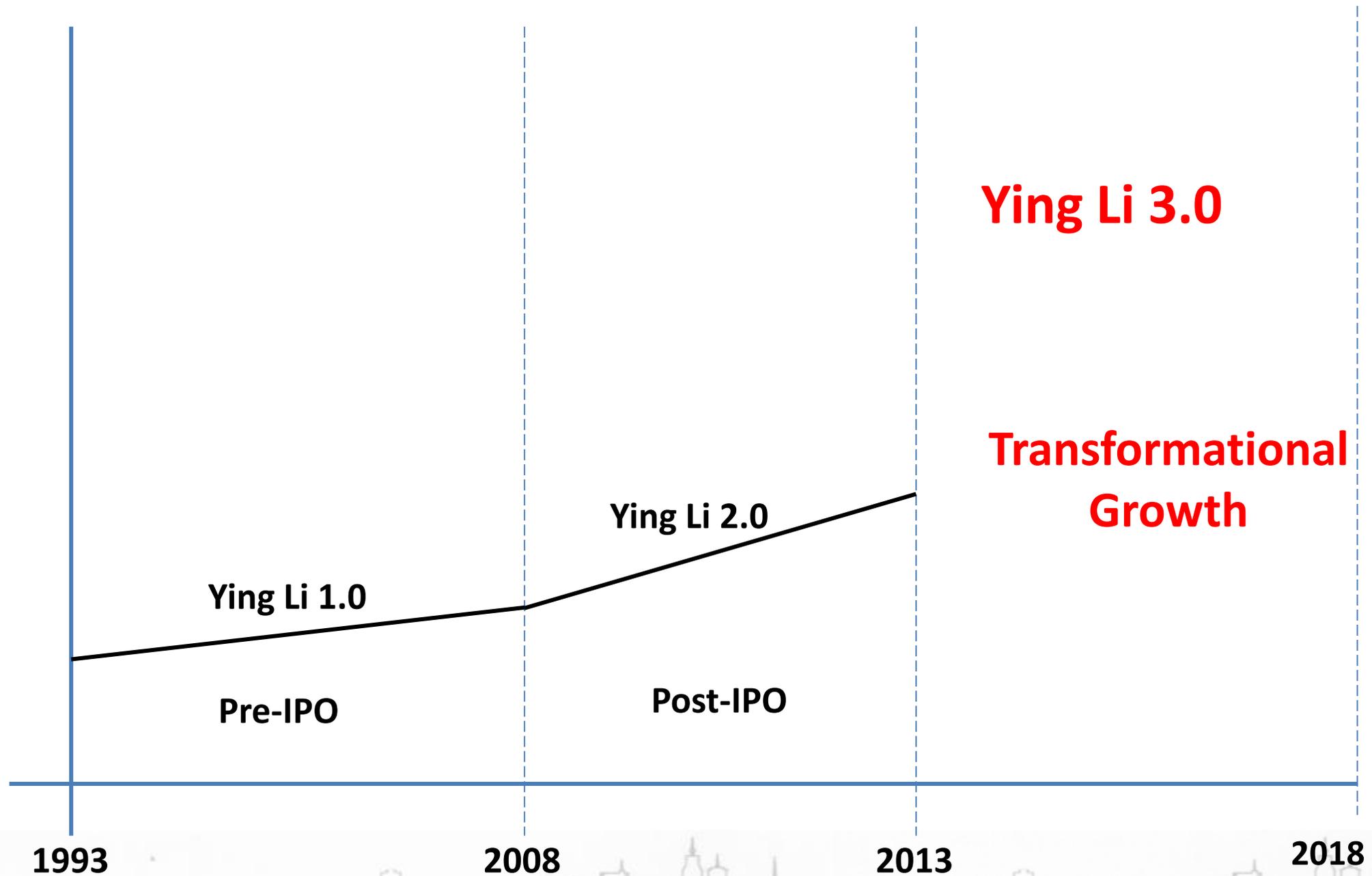
NET ASSET VALUE PER SHARE (RMB)



YING LI 3.0



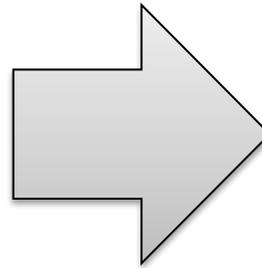
YING LI 3.0: TRANSFORMATIONAL GROWTH



YING LI 3.0: UNTAPPED HUGE OPPORTUNITIES

Megatrends

1. Massive Urbanization and urban renewal
2. Continual Robust Economic Growth
3. Emphasis on Consumption-Driven Growth
4. Propensity of the Chinese dream to own properties
5. “Go West” Policy; Liangjiang New Area



Strong & sustained demand for commercial, office and residential properties



YING LI 3.0 GOALS



YING LI 3.0: GOALS

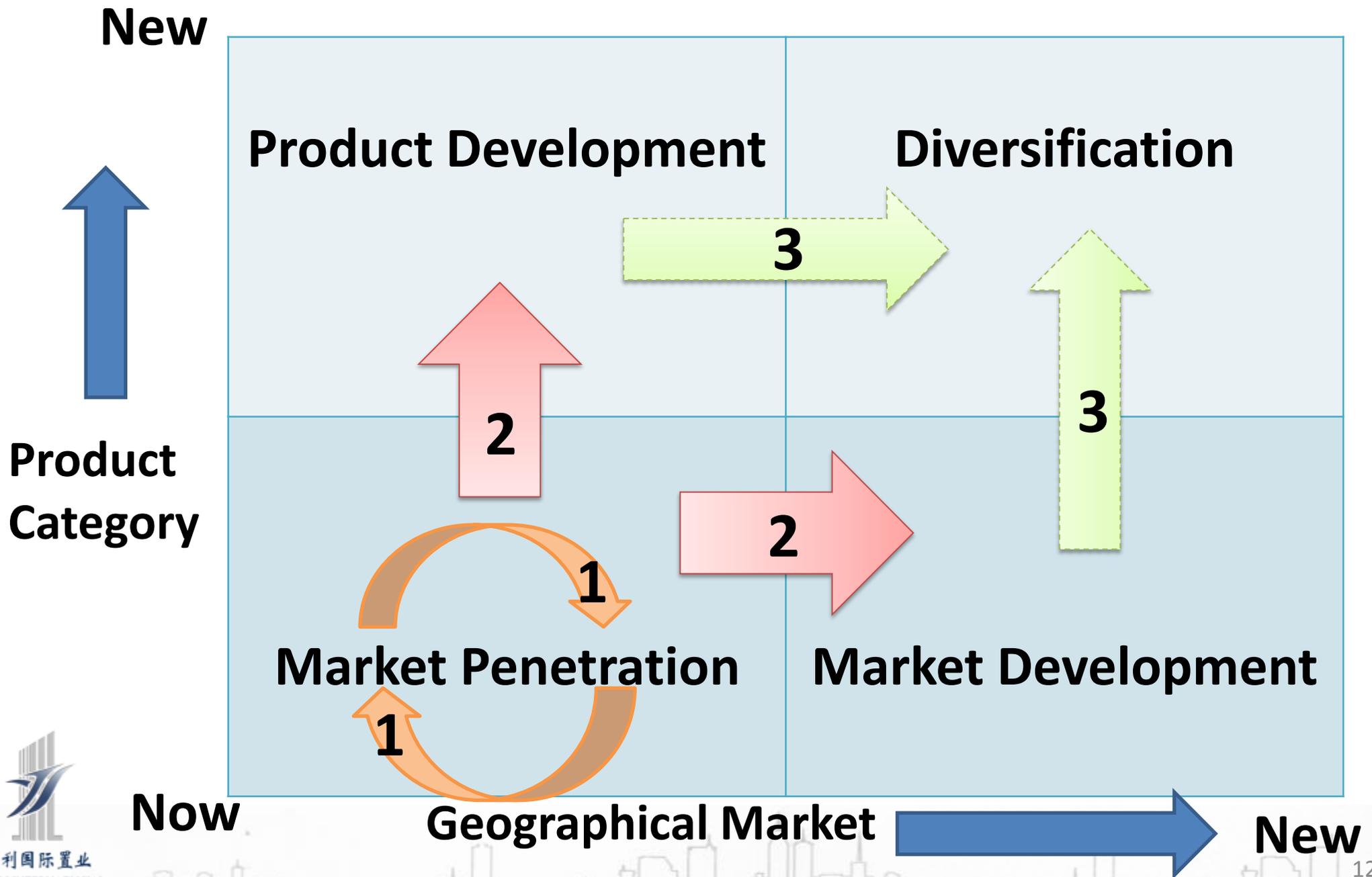
- To be a leading niche and ecologically-responsible developer and manager of integrated commercial, residential and thematic real estate;
- To invest in products which are renowned for their design, quality, innovation, eco-friendliness and customer experience;
- To focus our corporate social responsibilities efforts on the local community, the environment and education;
- To create continual value for our shareholders and employees.



BUSINESS STRATEGY

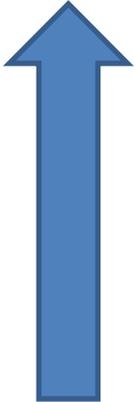


YING LI 3.0 EXPANSION STRATEGY



YING LI 3.0 GROWTH STRATEGY

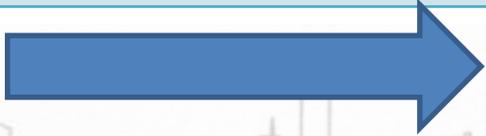
Product Category



<p>New</p> <ul style="list-style-type: none"> * Residential townships * Thematic development * Property Investment & Fund Management 	
<p>Largely mixed use development with offices, malls with some residential in Chongqing core CBD</p>	<ul style="list-style-type: none"> * Exploit Chongqing in depth: Core CBD, District CBDs, Suburban Centres, Liangjiang new area * 2nd/3rd tier cities in China

Existing

Geographical Market



New

TOWNSHIP DEVELOPMENT

- 1. Well-planned development with supporting amenities housing a community of about 10,000 residential units built in phases**
- 2. Sustainable demand for housing due to rapid urbanization**
- 3. Fast growing middle-income families**
- 4. Provide a steady stream of revenue to the company through regular release of units for sales each year**



THEMATIC DEVELOPMENT

- Typically a commercial project with a specific and focus theme or industry cluster, e.g.
 - IT
 - Media
 - Education
 - Healthcare services
- Aim to cluster a synergistic theme-based ecosystem of enterprises, products and services in each development
- Create value and competitive advantage for our clients and differentiate our developments



PROPERTY CAPITAL MANAGEMENT BUSINESS

- Plans to start and build its Property Capital Management Business
- Part of the strategy to recycle our capital through Real Estate Investment Trust (REITs)
- Also, managing investors' funds in joint ventures in Ying Li's development projects and completed investment properties



FINANCIAL STRATEGY

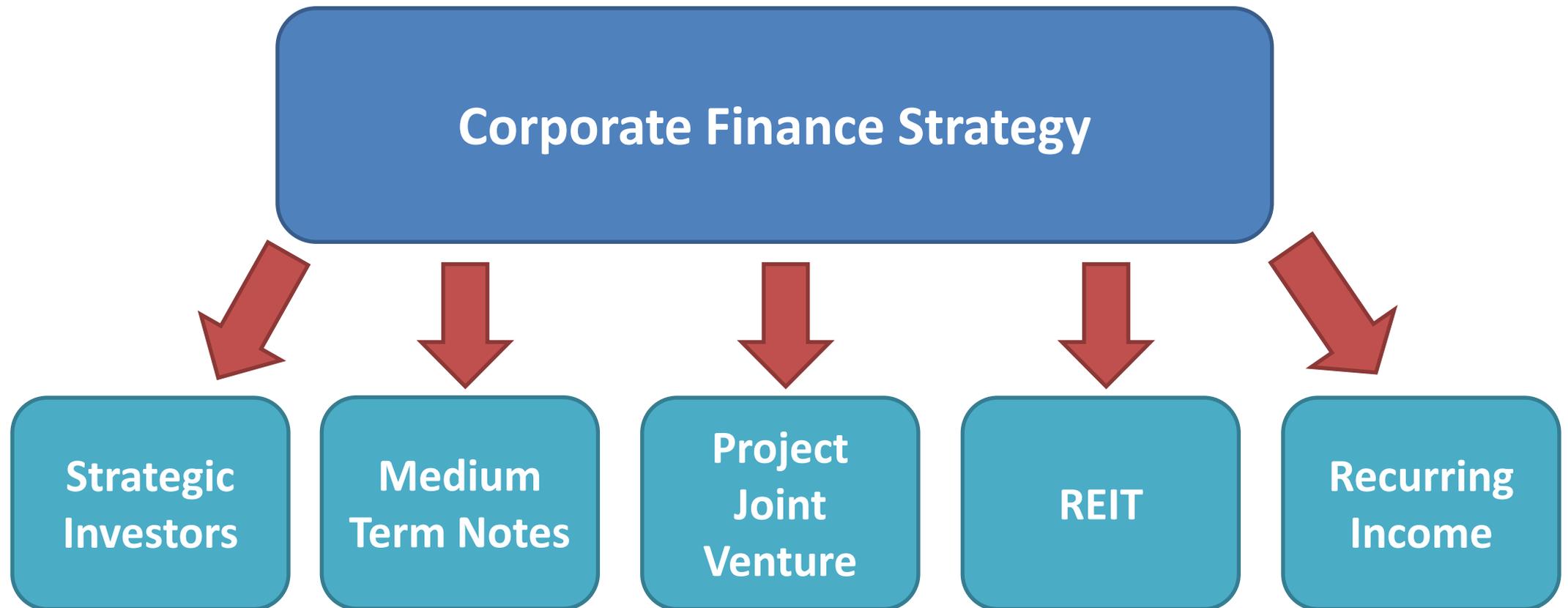


FINANCING YING LI 3.0: PRINCIPLES

- Optimise capital recycling;
- Optimise capital leverage for project development and asset holding;
- Increase recurring income to reduce lumpy swings in annual revenue; and
- Maintain effective control of the projects, investment properties and branding as far as possible.



FINANCING YING LI 3.0: Implementation



COMPETITIVE ADVANTAGE



YING LI COMPETITIVE ADVANTAGE



YING LI COMPETITIVE ADVANTAGE

Among the best in class in the company's core activities



REALIZING YING LI 3.0



YING LI 3.0 REALIZATION

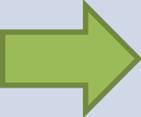
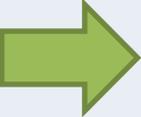
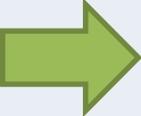
- Build new and strengthen existing core competencies
 - Leadership team
 - Company's functional expertise
- Step up its continuing efforts to enhance
 - Corporate culture and values
 - Staff development and growth
 - Organizational structure
 - Business Processes
 - Corporate governance



Summary



YING LI 3.0 – Transforming and Growing Ying Li

Now		Ying Li 3.0
Markets Chongqing Central Business Districts		Markets <ul style="list-style-type: none"> • 2nd / 3rd Tier cities • Suburban Chongqing • Chongqing Central Business District
Products Integrated Commercial Development		Products <ul style="list-style-type: none"> • Integrated Thematic Commercial Development • Residential Township Development • Investment, Asset & Fund Management • Integrated Commercial Development
Financing Sources Bank Loans		Financing Sources <ul style="list-style-type: none"> • Strategic Investors (new share issues) • Bonds • Project Joint Ventures • Real Estate Investment Trust (REITS) and Funds • Bank Loans
Green IFC project certified LEED Gold		Green <ul style="list-style-type: none"> • All future projects to meet or exceed Green Standards • Ying Li to be a green enterprise

THANK YOU

