

(01628.HK) Stock Data

Close Price (10/04/2025)	HK\$0.057
52-week Range	HK\$0.05-0.39
Market Cap	HK\$ 373 million
No. of Issued Shares	6,544 million shares
Listing Date	2 November 2009

I. Sales Performance as of March 2025

For the first three months of 2025, Yuzhou Group's contracted sales reached RMB1,934 million; contracted sales in March 2025 was RMB872 million.

- Our contracted sales in March 2025 was **RMB872 million**. The contracted GFA was **54,501 sq.m.** ASP for this month was **RMB16,000/sq.m.**
- For the first three months of 2025, Yuzhou Group achieved a total contracted sales of approximately **RMB1,934million**; **the attributable interest of Yuzhou is around 60%**. Achieved contracted GFA was **125,862 sq.m.** ASP for the first three months was **RMB15,369/sq.m.** In addition, approximately **RMB2 million** was subscribed but in the process of signing contracts.

2024 AR Financial Highlights

Total revenue	RMB9,716 million
Total assets	RMB83,067 million
Total debt	RMB52,620 million

#	Region	Contracted Sales (RMB mn)	As of Total (%)	Contracted GFA (sq.m.)	Contracted ASP (RMB/sq.m.)
1	West Strait Economic Zone	46	2.4%	3,858	11,830
2	Yangtze River Delta	989	51.1%	63,394	15,603
3	Central Region	102	5.3%	8,685	11,794
4	GHM Bay Area	569	29.4%	26,245	21,669
5	Southwest Region	64	3.3%	6,055	10,602
6	Bohai Rim Region	164	8.5%	17,625	9,324
Total		1,934	100.0%	125,862	15,369

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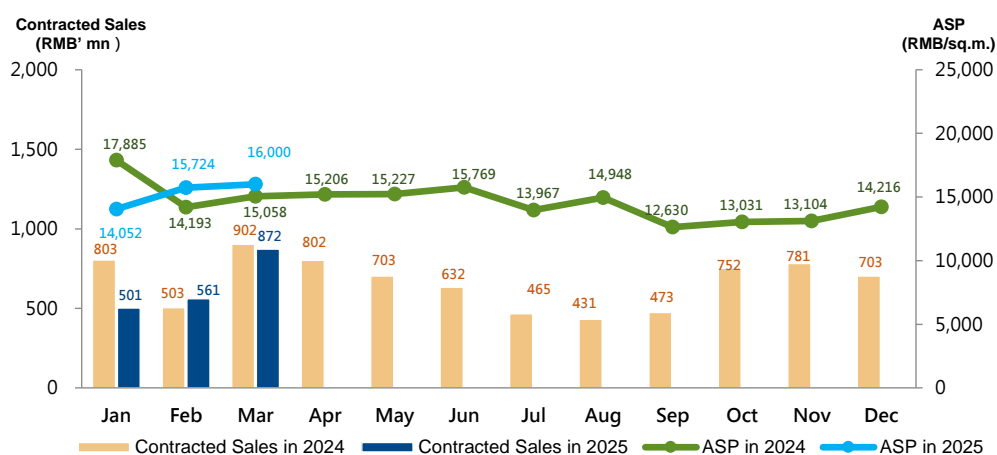
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II. Monthly Sales Chart (Jan 2024 – Mar 2025)



III. Monthly Press Room

Mr. Lam Lung On, the Member of the National Committee of the CPPCC, Offered Proposals having Received Widespread Attention from Domestic and International Media

(March 13, 2025, Nationwide) On March 4, 2025, the third session of the 14th National Committee of the Chinese People's Political Consultative Conference (CPPCC) was held in Beijing. Mr. Lam Lung On, a CPPCC member from Hong Kong and the founder of Yuzhou Group (01628.HK), attended the conference focusing on critical issues in current industry development. Proposals highlighted key topics such as promoting the integrated development of "AI + Cross-border E-commerce" in the Guangdong-Hong Kong-Macao Greater Bay Area (the "Greater Bay Area"), innovating cross-border barter settlement models, supporting Greater Bay Area enterprises in "Expanding into Global Markets", and accelerating the high-quality development of "Cross-border E-commerce + Industrial Clusters" in the region. These insights attracted significant attention and coverage from numerous domestic and Hong Kong media outlets, generating extensive and positive societal impact.



Yuzhou Group (01628.HK) Successfully Held the "Enjoy Spring, Enjoy House Purchasing Discounts" Sales Promotion



(March 17, 2025, Nationwide) Embracing the vibrant season of spring, Yuzhou Group (01628.HK) launched the grand "Enjoy Spring, Enjoy House Purchasing Discounts" across multiple cities. Under the theme "Spring is in the air, Celebrate with Yuzhou's Gift", the event brought together a variety of exclusive home-buying benefits to help buyers settle into their dream homes with ease and refresh their lifestyles. The East China region introduced six special spring home-buying privileges, and the South China region unveiled exciting incentives to enhance quality living experiences. The North China region focused on pre-delivery housing sales, and the Southwest China region offered fixed-price flash sale properties. With benefits continuously upgraded, Yuzhou Group warmly invites homebuyers to embrace this springtime celebration, discover their ideal new home, and embark a fresh chapter in life.



III. Monthly Press Room

Yuzhou Commercial Expands “First-Store Economy” Strategy to Drive Business Upgrades

(March 20, 2025, Nationwide) Yuzhou Commercial is actively advancing its “First-Store Economy” strategy by introducing high-profile, high-impact brands to elevate the retail experience. In March, Hefei Yuyue Hui successfully introduced JD Electronics, featuring an intelligent home exhibition area, interactive tech zone, and a 3C digital service center, offering consumers cost-effective products and convenient services that enrich smart living. Meanwhile, Suzhou Yuyue Li welcomed Freshippo Neighbour Business, providing frequent product updates, instant delivery, and premium fresh retail options, setting a new benchmark for urban commerce. Staying in sync with city development trends, Yuzhou Commercial remains firmly committed to its “First-Store Economy” strategy. In 2025, the company centers its efforts on strong operations, strong brand acquisition, and strong service, and launches the “UYO² New Yuzhou Initiative” to further explore business renewal and commercial upgrades. Through continuous innovation and exceptional execution, Yuzhou Commercial is poised to lead consumers toward happy lifestyle.



Yuzhou Group (01628.HK) Strengthens New Media Marketing to Enhance Customer Conversion Rates



(March 24, 2025, Nationwide) Yuzhou Group (01628.HK) is deepening its new media marketing efforts by leveraging high-quality content and targeted engagement to strengthen customer connections. Zhuhai Yuzhou Fragrant Hills has achieved remarkable results through innovative new media strategies, with an online customer conversion rate surpassing 40% and a notable increase in quarterly transactions. The project has strategically expanded its presence on TikTok, WeChat, and rednote, completing 22 livestreams and publishing 116 short videos in February alone. This effort resulted in a 40% conversion rate from online leading to site visits and an average of 2,500 viewers per live session. Additionally, Yuzhou Group launched the second phase of its “Walk Power” online property viewing service, offering an immersive 360-degree showcase of popular developments such as Chongqing Yuzhou The Explorer and Wuhan Yuzhou Royal Orchid Palace, allowing prospective buyers to explore property highlights from the comfort of their homes. Through new media content optimization and digital service innovations, Yuzhou Group continues to strengthen customer engagement and explore new possibilities for beautiful life.



III. Monthly Press Room

Overcoming Challenges, Advancing with Craftsmanship Yuzhou Group (01628.HK) Announced 2024 Annual Results

(March 31, 2025, Nationwide) On March 31, Yuzhou Group released its financial results. In 2024, Yuzhou Group achieved a revenue of RMB9,716 million. Approximately 30 project batches were successfully delivered, totaling around 13,000 units, achieving a completion rate of 100%. The Group had land reserves amounting to approximately 10.67 million sq.m. of aggregate saleable total GFA, which are sufficient for its development over the next two to three years. In addition, the Group strives to shape three product lines as the “Yu Yue” brand for shopping centers, “Yuzhou Plaza” brand for office buildings and shopping streets, so as to meet the needs of various consumption groups in cities. After its 30th anniversary, Yuzhou Group has reached a new phase. Looking ahead, the Group will maintain our original entrepreneurial vision, continuously enhance our core competitiveness, and constantly engage in innovative explorations and attempts, to identify and seize the opportunities amidst the evolving market environment. Yuzhou Group strives to make achievements and lay a solid foundation for the sustainable development of the Company, forging ahead into the next three decades.



IV. About Yuzhou Group Holdings Company Limited (01628.HK)

Established in 1994, Yuzhou Group is a property developer headquartered in Shanghai and Shenzhen with a national foothold. Adhering to its strategy of “Cultivating in Regions Leading the Market”, Yuzhou Group strives to develop residential and commercial properties which align with market trends in tier-1 and tier-2 cities. As of December 31, 2024, the Company had over 161 projects under various stages of development in 38 cities including Beijing, Shanghai, Shenzhen, Tianjin, Nanjing, Hefei, Hangzhou, Suzhou, Foshan and Huizhou and so on. The total GFA under construction and held for future development is 10.67 million sq.m., accounting for about 30.8%, 21.8%, 17.6%, 14.1%, 12.4% and 3.3% respectively in the Yangtze River Delta Region, West Strait Economic Zone, Bohai Rim Region, Guangdong-Hong Kong-Macao Greater Bay Area, Central China Region and Southwest Region. Renowned for its distinguished product quality, diversified product portfolio, strong brand awareness and seasoned management team, Yuzhou Group has been named “Top 100 China Real Estate Enterprises” for 11 years in a row from 2011 to 2021; and Top 50 China Real Estate Enterprises from 2013 to 2021. Yuzhou Group was rated as “BBB” by MSCI ESG Ratings, ranking in the top among Chinese Properties Companies.

For more information on Yuzhou Group, please visit the company website:

<https://yuzhou-group.com>

