

Enhancing Efficiency Against Adversity, Advancing with Resilience on a New Journey

Yuzhou Group (01628.HK) Announced 2025 Interim Results

FINANCIAL HIGHLIGHTS

For the year ended June 30, 2025:

- The revenue of the Group amounted to RMB2,396.52 million, of which the revenue from property delivery was approximately RMB2,174.38 million, accounting for 90.73% of the total revenue. The Group's accumulated contracted sales amounted to RMB3,728.51 million, with the GFA of contracted sales amounted to 254,589 sq.m..
- The Group had land reserves amounting to approximately 10.35 million sq.m. of aggregate saleable total gross floor area ("GFA"), with 161 projects located in 38 cities in the six metropolitan areas, which are sufficient for its development over the next two to three years.
- 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.
- Adhered to the core concept of low-carbon environmental protection and green development, 145 property projects of the Group (with a total area of over 21 million sq.m.), have achieved green building standards.

(August 31, 2025, Hong Kong) Yuzhou Group Holdings Company Limited ("**Yuzhou Group**" or the "**Company**", together with its subsidiary, the "**Group**", stock code: 01628.HK), announced its unaudited consolidated results for the six-month period ended June 30, 2025 (the "**Reporting Period**").

In the first half of 2025, the real estate market remained volatile and on a downward trending. However, with a series of supportive policies introduced by both the central and local governments, the market gradually showed signs of "stop falling and recovery". In the first quarter, benefiting from policy stimulus effects and a short-lived resurgence, the overall market performance remained stable. However, as the stimulus effect began to fade and market sentiment weakened, the market slowed once again, entering a slump in the second quarter. In the face of the complex and evolving market conditions and ongoing challenges in 2025, Yuzhou Group has remained focused on collecting sales proceeds and ensuring

capital security. The company has actively accelerated the activation of underutilized assets while adhering strictly to its bottom line of “guaranteeing housing delivery”. By implementing targeted marketing strategies and enhancing organizational efficiency, the Group has consistently strengthened its operational resilience and ability to respond effectively to market changes. With steady operations and high-quality products, Yuzhou Group is proactively addressing the cyclical nature of the industry and ensuring the protection of all stakeholders’ interests.

Guaranteeing Housing Delivery and Stabilize Operations, Forge Better Life with Craftsmanship

In the first half of 2025, Yuzhou Group has remained steadfast in upholding the red line requirements of “guaranteeing project completion, guaranteeing housing delivery”. Throughout the delivery process, Yuzhou Group has adhered to the spirit of craftsmanship, exercising strict control over every stage—from design and construction to material selection and quality inspection—striving to achieve the highest standards of quality and excellence. The Group firmly believes that a home is more than just a place to live; it is a space that carries happiness and dreams. With a commitment to excellence, Yuzhou continues to infuse warmth, comfort, and beauty into every residential community, consistently honoring its promises to homeowners.

Yuzhou Group adhering to its strategic deployment of leading with locality development and following the principle of “In-depth Cultivation”, the Group develops the six metropolitan areas in the Yangtze River Delta Region, West Strait Economic Zone, Bohai Rim Region, Greater Bay Area, Central China Region and Southwest Region. During the Period, the Group’s revenue from property sales was RMB2,174.28 million, accounting for 90.73% of the total revenue of the Group. The Group delivered a total gross floor area (“GFA”) of approximately 278,399 sq.m..

As at 30 June 2025, the Group had land reserves amounting to approximately 10.35 million sq.m. of aggregate saleable GFA, with 161 projects located in 38 cities in the six metropolitan areas. The average land cost was approximately RMB5,943 per sq.m.. The Group believes that its land reserves currently held and managed are sufficient for its development over the next two to three years.

Dynamically Adjust Marketing Strategies, Leverage Digital Empowerment to Drive Sales Breakthroughs

Confronting with the continued sluggish market conditions, Yuzhou Group made every effort to respond proactively. With its constantly improving skills, Yuzhou Group was able to keenly capture the trends in the real estate market and swiftly aligned its marketing strategies with the favorable policies introduced by the government, providing certain support for its sales

performance.

In line with its “moderate and excellent” operation philosophy, Yuzhou Group actively explored changes in customer consumption scenarios and consumption habits, and continued to strengthen its “Yuzhou Star Power” streamer matrix. It continued to upgrade and transform in terms of promotion linkage, platform transformation and image standardization, comprehensively improving the professional capabilities of the team. By constantly exploring the use of WeChat, Weibo, TikTok Short Video and Xiaohongshu and other platforms to promote projects, and synchronously build standardized tools such as a new-media topic bank to ensure precise audience targeting, it actively expanded its digital marketing channel for customer acquisition, in a view to continuously facilitate the achievement of sales targets of the Group.

Refresh Cultural Service Experience, Deepen a Diversified Product Matrix

Yuzhou Group’s property investment segment covers a variety of commercial properties and strives to shape three product lines, namely “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. The Yuzhou property investment projects, whose business is mainly operated in economically developed areas such as the West Strait Economic Zone, Yangtze River Delta Region and the Greater Bay Area, currently cover areas of Shanghai, Shenzhen, Hangzhou, Xiamen, Suzhou, Nanjing, Hefei, Wuhan and Quanzhou. There were a total of 39 projects, consisting of 32 projects under operation and 7 projects in the preparation period. These projects covered a commercial area of over 1.53 million sq.m..

In 2025, Yuzhou Commercial officially launched its Minnan-culture communication strategy, aiming to reshape the contemporary consumer experience by harnessing the essence of Fujian heritage, infusing joy and happiness into “Yuyue Lifestyle”. As a comprehensive commercial real estate operator rooted in southern Fujian, Yuzhou Commercial draws inspiration from Minnan culture and places the entrepreneurial Minnan spirit at its core. Anchored by its quarterly theme “Super New Highlights”, Yuzhou Commercial actively collaborated with local government agencies and organizations to launch online and offline campaigns such as “Super Momentum Fair”, “Living Heritage Shows”, “New-year Photo Studio” and “Robots Parade”, each highlighting different culture and public welfare dimensions. To celebrate a heritage that stretches back a millennium, Yuzhou Commercial also held cultural events such as “Yuzhou Blessing for Dragon Boat Festival – National Fun Hokkien Competition”, offering consumers delightful culinary explorations and joyful shopping experiences while preserving and reinvigorating traditional culture. The event has drawn nearly 10 million participants, burnishing the legacy of Minnan merchant culture while sparking a creative dialogue between timeless folk traditions and modern trends.

Anchored to its U-Square service system framework, Yuzhou Commercial seamlessly

integrated user needs, office scenarios and professional services to build a comprehensive business platform that rests on three core pillars of security, warmth, and functionality. Yuzhou Commercial introduced six service systems of “Yu Professionalism, Yu Safety, Yu Housekeeper, Yu Colorfulness, Yu Space and Yu Resources”, which are designed to leverage precise user insights, knit together the Group’s rich product offerings and spaces as well as its strengths in diverse resources and professional services, delivering efficient, comfortable, and value-added working and living experiences for tenants.

Continuously Practicing Green and Low-Carbon Development, Innovating Temperature Spaces to Fulfill Livable Dreams

Over the years, Yuzhou Group has upheld the spirit of “King Yu Taming the Flood and Making Desert an Oasis”, and has remained committed to environmental protection and sustainable growth. The Group places strong emphasis on sustainability and has proactively responded to the national goals of “carbon peaking and carbon neutrality”, delivering green and low-carbon projects with craftsmanship. Yuzhou integrates green building practices with the philosophy of ecological harmony, striving to create high-quality, eco-friendly communities where people and nature coexist. The development philosophy of “Environmental protection and energy saving, building green communities” runs through every stage of its project development. To systematically advance the green transition, Yuzhou Group has formulated and implemented a series of climate-responsive policies and measures. These ensure that 100% of its new projects meet green building standards, with energy savings exceeding 60%, solar water heating systems installed in over 70% of projects, and rainwater recycling systems adopted in more than 90%. As at 30 June 2025, 145 property projects of the Group (with a total area of over 21 million sq.m.) have achieved green building standards, of which approximately 5.55 million sq.m. have even reached two-star or above green building standards, either nationally or internationally.

Yuzhou Group always adhered to the improvement of its products, strived to provide customers with refined quality houses that return to the essence of life. The “Temperature Space” series of products were built around “1 core, 3 spaces, 5 product principles, 6 product values” and were constantly innovating and iterating. The product design combined the natural environment and local living habits, starting from the product details. As time goes by, the highlights of life scenes are continuously presented. Owners can watch the morning glow rise from the city horizon and the sunset hide into the bay. While experiencing the leisure and happiness of urban camping downstairs of their own houses, owners can also easily enjoy the leisurely gathering, sipping tea and relaxing chit-chat with friends. The Group is committed to enriching the life dimensions of the owners.

Ms. Kwok Ying Lan, the Chairman of Yuzhou Group stated, “Currently, amid the profound adjustments of the real estate industry, enterprises face significantly more complex and challenging conditions than anticipated. Yuzhou Group recognizes that neither market

competition nor industry transformation will pause to accommodate temporary difficulties. Confronting arduous challenges, Yuzhou Group will adhere to three core principles of “strategic focus, innovative breakthroughs, collective advancement”, uphold firm conviction and a pragmatic attitude, and forge new paths for development through this transformation. The Group maintains its strategic priorities on sales promotion and rigorous capital management, continuously advances marketing innovation initiatives, and strictly implements refined capital management, to accelerate the activation of existing inventory assets and enhance liquidity efficiency. The Group will continue to optimize the talent management system to enhance talent vitality and per capita productivity, and continuously improve service quality while further advancing management empowerment initiatives, so as to sustainably build corporate core competitiveness. United under the ethos of relentless dedication, pioneering spirit, tenacious endeavor, and making innovative breakthroughs, the Group lives by the creed of “rejecting complacency in comfort, and treasuring every minute for progress”, striving diligently to ensure corporate health and sustainability and to safeguard stakeholders’ vital interests.”

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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 at 30 June 2025, 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 10.35 million sq.m., accounting for about 30.7%, 22.4%, 17.4%, 14.0%, 12.1% and 3.4% 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 of Yuzhou Group, please visit the company website:

<https://yuzhou-group.com>

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