

Corporate Presentation



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Company Profile



合富輝煌集團控股有限公司
Hopefluent Group Holdings Limited

Company Positioning



Hopefluent Group Holdings Limited



**The most scaleable agents in
Guangzhou, providing
comprehensive
value-added services to
leading property developers
in the PRC**



Business Model



Hopefluent Group Holdings Limited

Primary Property Real Estate Agency Services

Development Stage

- Site consultancy
- Development consultancy

Marketing Stage

- Marketing & promotion planning
- Sales*

Secondary Property Real Estate Agency Services

- Sales *
- Rental *



Property Management

Management fee



Differentiate from HK and other agencies

* Service also provided by HK agencies



合富輝煌集團控股有限公司
Hopefluent Group Holdings Limited

Project References



◆ Handled major large-scale residential real estate projects includes:

Guangzhou

Non-Guangzhou

Asian Game City 亞運城	China Overseas Jiansha Bay (Foshan) 中海金沙灣 (佛山)	Evergrande Apple Garden (Nanning) 恒大蘋果園 (南寧)
Vanke Glorious Life 萬科天河御品	Foshan Vanke Paradiso (Foshan) 萬科金域華庭 (佛山)	Shanghai Industrial Sea Melody (Dali) 上實洱海莊園 (大理)
Poly City 保利城	Gemdale Uptown (Dongguan) 金地格林小城 (東莞)	Evergrande Palace (Anhui) 恒大華府 (安徽)
Evergrande Scenic Garden 恒大山水城	Citic Victory City (Dongguan) 中信凱旋城 (東莞)	Poly Upper River (Tianjin) 保利上河雅頌 (天津)
The Canton Mansion 凱旋新世界	Vanke Village (Shenzhen) 萬科第五園 (深圳)	Pure Villa (Shanghai) 澄湖水岸 (上海)
The Agile Cambridgeshire 雅居樂劍橋郡	Montblanc (Zhongshan) 時代白朗峰 (中山)	Agile Egret Lake (Huizhou) 雅居樂白鷺湖 (惠州)
Dragon Lake 玫瑰湖	Skyfame City (Guiyang) 天譽城 (貴陽)	Citic City Plaza (Hunan) 中信城市廣場 (湖南)
China Overseas Banyan Bay 中海錦榕灣	Evergrande Splendor (Kunming) 恒大金碧天下 (昆明)	Centre Sky Mansion (Hubei) 歐林灣 (湖北)
Star River Peninsula 星河灣海怡半島	The Lakedale (Chengdu) 東駿湖景灣 (成都)	Vanke Bihu Bay (Hainan) 萬科碧湖灣 (海南)



Project References



◆ Property management projects includes:



Tianjin 天津	Shanghai 上海	Wuhan 武漢	Guangzhou 廣州
Chengpin Garden 誠品嘉園	Top Villa 云頂別墅	The Harbourside 君臨天下	The Greenery 和黃怡苑
Flower City 水語花城	Riverside Garden Villa 湖濱御花園別墅	Wolong Darling Harbor 卧龍麗景灣	Westmin Plaza 西門口廣場
Ruizhu Hotel Service Apartments 瑞竹酒店服務式公寓	Li Sing International Square 利星國際廣場	Century Crown Tower 世紀皇冠	Baiyun Lake Villa 利雅白云湖別墅
Sport City 中體花園新城	World Union Tower 世紀時空大廈	Hong Kong Startmovie 三金香港映象	Rongcheng Business Complex 融城商務城
West Town Mall 西部新城商業街	Asia Pacific Square 昆山亞太廣場	Golden Town 金城陽光城	Bank of China Qingyuan Office Building 中國銀行清遠辦公樓



Comprehensive Networks



Headquarters



Existing Primary Real Estate Services Office



Existing Secondary Real Estate Service Office



合富輝煌集團控股有限公司
Hopefluent Group Holdings Limited



Business Strengths



Dominant Position in Primary Property Market



- ◆ Successfully established a well recognized brand, capturing over 70% market share in Guangzhou in 2010
- ◆ Handled over 1,000 projects in the past five years with over 420 projects currently on hand, generating stable income

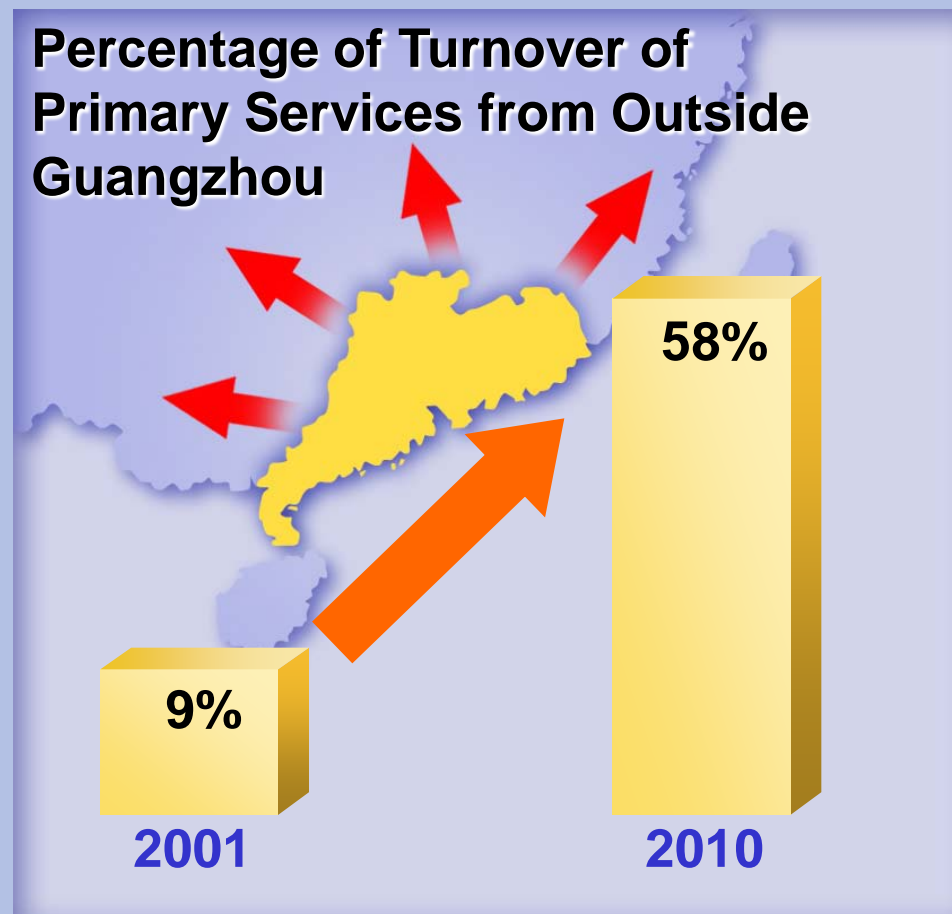
	2010	2009	2010	2009
	For the 12 months ended 31 Dec		For the 6 months ended 30 Jun	
No. of Projects	356	308	320	252
Total saleable floor area (million sq.m.)	7.02	5.1	3.08	2.37
Total value of properties transacted (HK\$ million)	75,040	50,232	28,986	20,259
No. of Transactions	70,050	51,000	28,160	20,890



Achieved Geographical Breakthrough



- ◆ Leveraging its reputable brand and solid relationships with major developers, the Group successfully secured primary real estate projects outside Guangzhou
- ◆ Revenue generated outside Guangzhou constituted 58% of the Group's turnover in 2010



Leading Presence in Secondary Property Market



- ◆ Successfully built a leading position in the market, handling over 50,000 transactions in 2010
- ◆ As at 31 December 2010 established 241 branches at prime districts in Guangzhou, 68 branches in Shanghai, the remaining branches in cities including Dongguan, Foshan, Suzhou and Hangzhou

- ◆ Turnover contribution increased from 5% in 2001 to 34% in 2010, demonstrating a rapid growth potential

	2010	2009	2010	2009
	As at 31 Dec		As at 30 Jun	
No. of branches	350	285	315	260
No. of staff for secondary property sectors	4,500	3,400	3,600	2,800
No. of transactions (including both sales and purchase transactions and rental transactions)	50,120	40,700	19,500	18,034
Average no. of transactions per branch	143	142	62	69



Experienced Management Team



Fu Wai Chung

Chairman

Over 10 years' experience in real estate management agency business and administration, responsible for overall strategic planning and management

Ng Wan

Executive Director

Over 10 years' experience in the real estate agency business, responsible for sales and marketing and overall management

Tim Lo

Executive Director

Over 15 years' experience in accounting and financial management

Fu Man

Executive Director

Over 10 years' experience in the real estate agency business

Able to keep abreast of market trends
with strong understanding of customer needs

Dynamic Sales & Marketing Team



- ◆ Possess about 10,460 staff, including 3,900 primary property service staff, 4,500 secondary property service staff, 1,900 property management staff and the rest 160 in other business segments

- ◆ Equipped with in-depth knowledge of the local lifestyle and understand the requirements of local buyers

- ◆ Receive on-going training to keep abreast of market trends

- ◆ Assist developers, at an early stage of development, to monitor the progress of property projects with a view to effective implementation of marketing strategies

		No. of Staff
		As at 31 Dec 2010
–	Primary Real Estate	3,900
–	Secondary Real Estate	4,500
Others		
–	Property Management	1,900
–	Mortgage Referral, Property Valuation and Property Auction	160
Total		10,460



Financial Highlights



Financial Highlights

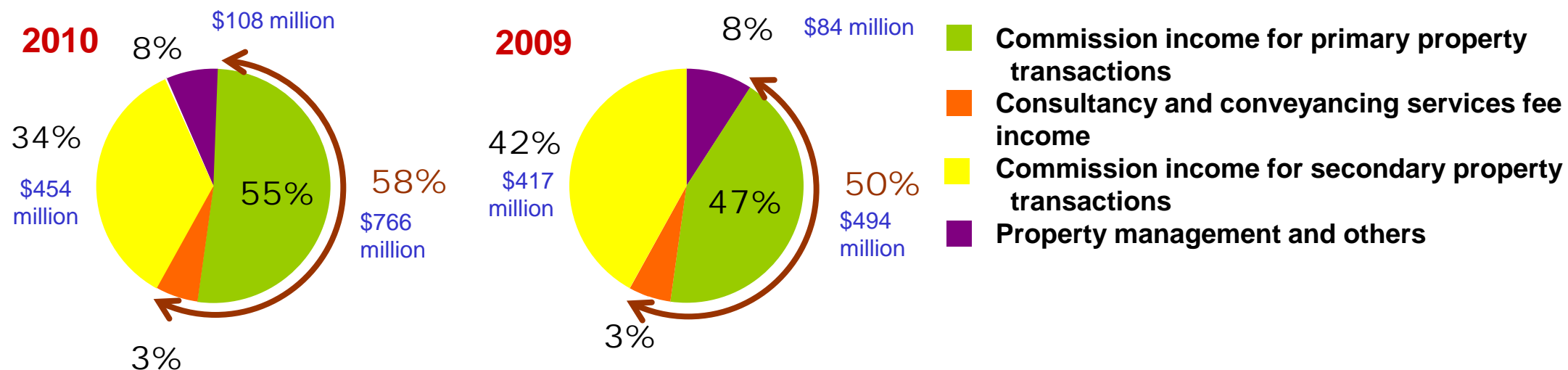


	Year ended 31 Dec 2010 (audited) HK\$'000	Year ended 31 Dec 2009 (audited) HK\$'000	% change	6 months ended 30 Jun 2010 (unaudited) HK\$'000	6 months ended 30 Jun 2009 (unaudited) HK\$'000
Turnover	1,327,796	995,450	33%	563,907	390,781
Profit before tax	254,926	168,398	51%	78,631	55,863
Profit for the period	171,493	125,586	37%	59,547	43,119

Turnover by Business & Net Margin Analysis



For the year ended 31 Dec



	Year ended 31 Dec 2010	Year ended 31 Dec 2009	6 months ended 30 Jun 2010	6 months ended 30 Jun 2009
Overall net margin	12.9%	12.6%	10.6%	11.0%
Operating margin - Primary	29.0%	25.7%	23.8%	25.7%
Operating margin - Secondary	10.0%	14.9%	6.7%	7.6%



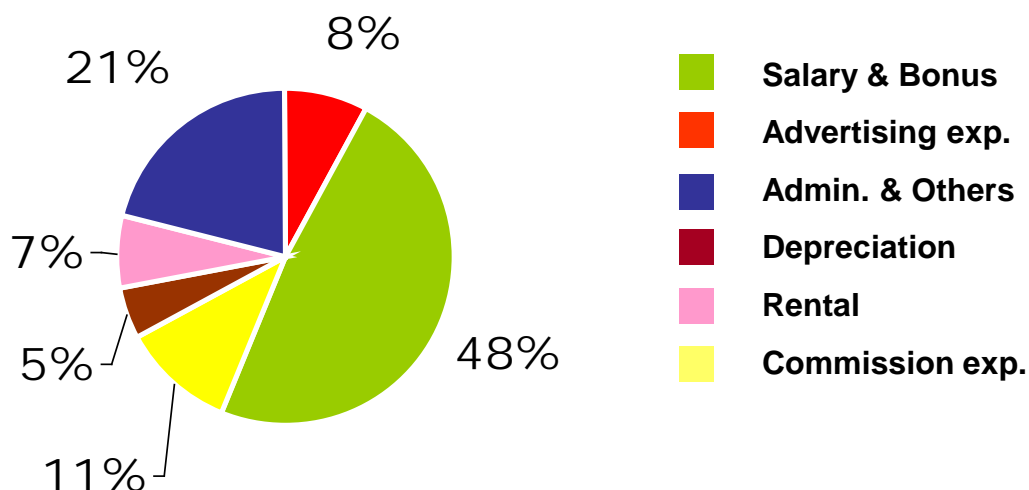
Breakdown of Operating Costs



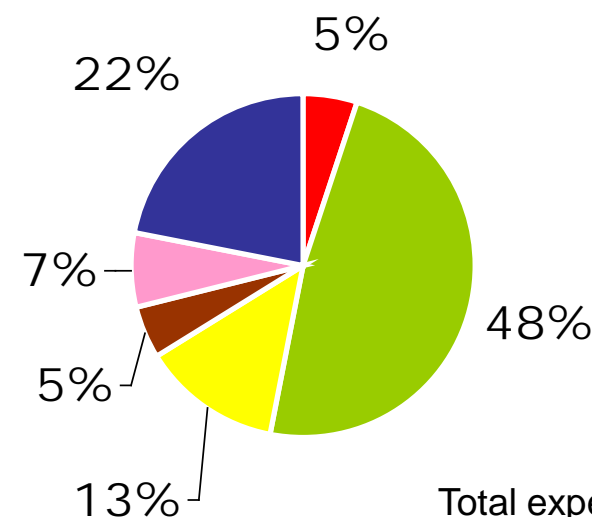
2010

For the year ended 31 Dec

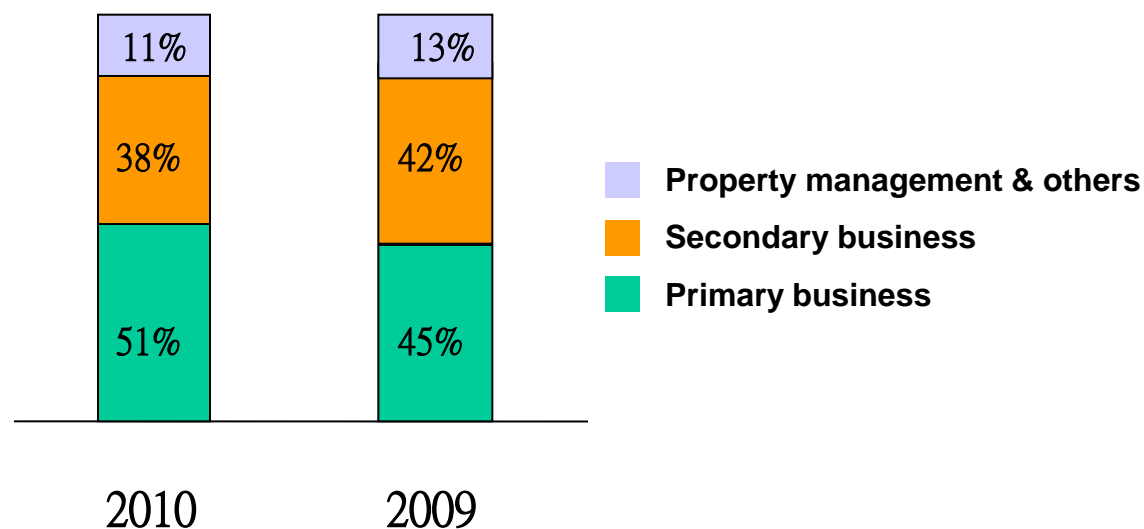
2009



Total expense:
\$1,075 million



Total expenses:
\$835 million



Key Financial Figure



For the 12 months
ended 31 Dec 2010

For the 12 months
ended 31 Dec 2009

Cash on hand

HK\$ 396.5 million

HK\$ 338.1 million

Total Borrowings

HK\$ 40.2million

HK\$ 60.1 million

Current Ratio

3.22

2.92

Debtors Turnover Days

84 days

74 days



Investment Highlights



Investment Highlights



- **Tremendous growth potential for property industry in the PRC**
- **Dominant market position in primary property market**
- **Leading presence in secondary property market**
- **Strong relationships with major developers, providing comprehensive and consultancy services in all phases of development projects**
- **Experienced management, sales and marketing research teams, thoroughly understand customer needs**
- **Strong revenue base with over 400 projects on hand**
- **Over 500,000 strong customer base**
- **Strong research team / Hopefluent Property Index
(research reports can be found in: <http://mr.hopefluent.com/mr/>)**



Future Plans



Future Plans



- ◆ Strive to control cost and trim operational expenses to ensure it gets through the industry adjustment period
- ◆ Primary Property Real Estate Agency Service Business
 - Continue to actively explore more exclusive agency rights opportunities
 - Merge certain offices with the well performing offices in order to boost economies of scale
- ◆ Secondary Property Real Estate Agency Service Business
 - Adjust strategy to achieve optimum branch deployment
 - Increase number of staff and moderate expansion in Shanghai and Guangzhou



Stock Information



Stock Information



Number of issued shares *

382,166,000 shares

Stock price *

HK\$ 4.67 per share

Market capitalisation *

HK\$ 1.78 billion

Historical P/E multiple

9.38 times

Stock code

733

* As at 29 April 2011

Disclaimer



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