



Solid Foundation and a Bright Future

2020 Results Announcement

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A photograph of two women sitting on steps and petting a large, fluffy brown and white dog. The woman on the left is wearing a pink blouse and light-colored pants. The woman on the right is wearing a grey vest over a white shirt with a bow tie and grey pants. The background shows a building with a balcony and some greenery.

PART
ONE

2020 Results Highlights



Rapid and Quality Growth in Financial Results

- Revenue increased by 66.1% to RMB3,119.6million;
- Gross profit increased by 76.4% to RMB979.5million;
- Net profit attributable to owners increased by 74.4% to RMB390.4.



High Quality Balanced Income

- High quality balanced income. Revenue from property management, non-property owner value-added services (VAS), community VAS accounted for 56.4%, 18.3% and 25.3% respectively.
- Proportion of gross profit: 45.6%,14.4%,40.0%.
- Net cash inflow from operating activities reached RMB709.1 million, 1.6x of the net profit



Record High GFA Driven by Four-wheel Driver Business Model

- Record increment of GFA contract from CIFI* : 13.0mn sq.m.
- Market expansion: over 60.0mn sq.m.
- Strategically cooperate with Qingdao Yinshengtai, Jiangsu Xiangjiang and Huaxi Wukesong (after period).



Breaking Development with Independent BU

- House Repair and Home Renovation grow into leading products;
- Successfully launched the online core selection mall, and continued to innovate service products such as "Flying High";
- Community VAS categories are gradually enriched, with more service SKUs have increased;
- The revenue from community value-added services increased by 63.8% year-on-year.



Speeding up and Empower by technology

- Established Linjiu Technology to enhance property management service with technology and improve efficiency
- Successfully launched the client and control terminal of Yongxiaole and Yonglehuo APP
- Further promoted online efficiency by HR sharing system, receivable middle office, supplier bidding procurement system, brand new contract system
- The percentage of administrative expenses drop 1.3 pct



Fine quality operation

- Strengthen service quality actions, and increased FG consulting satisfaction to 90;
- Standardized tools empower employees to grow, develop 36 skills and other courses for RMB10K housekeeper;
- Double housekeepers plan landed in more than 100 communities
- Innovative live broadcast operations, accumulatively over 100,000 owners participated in online interactions.



Expanded Geographical Market for Urban Service

- Expanded geographical market for urban service
- Signed contracts for Shanghai Lingang (after period), Wuxi Huishan, Anhui Jieshou, Suqian Siyang



Fostering Corporate Culture and Branding

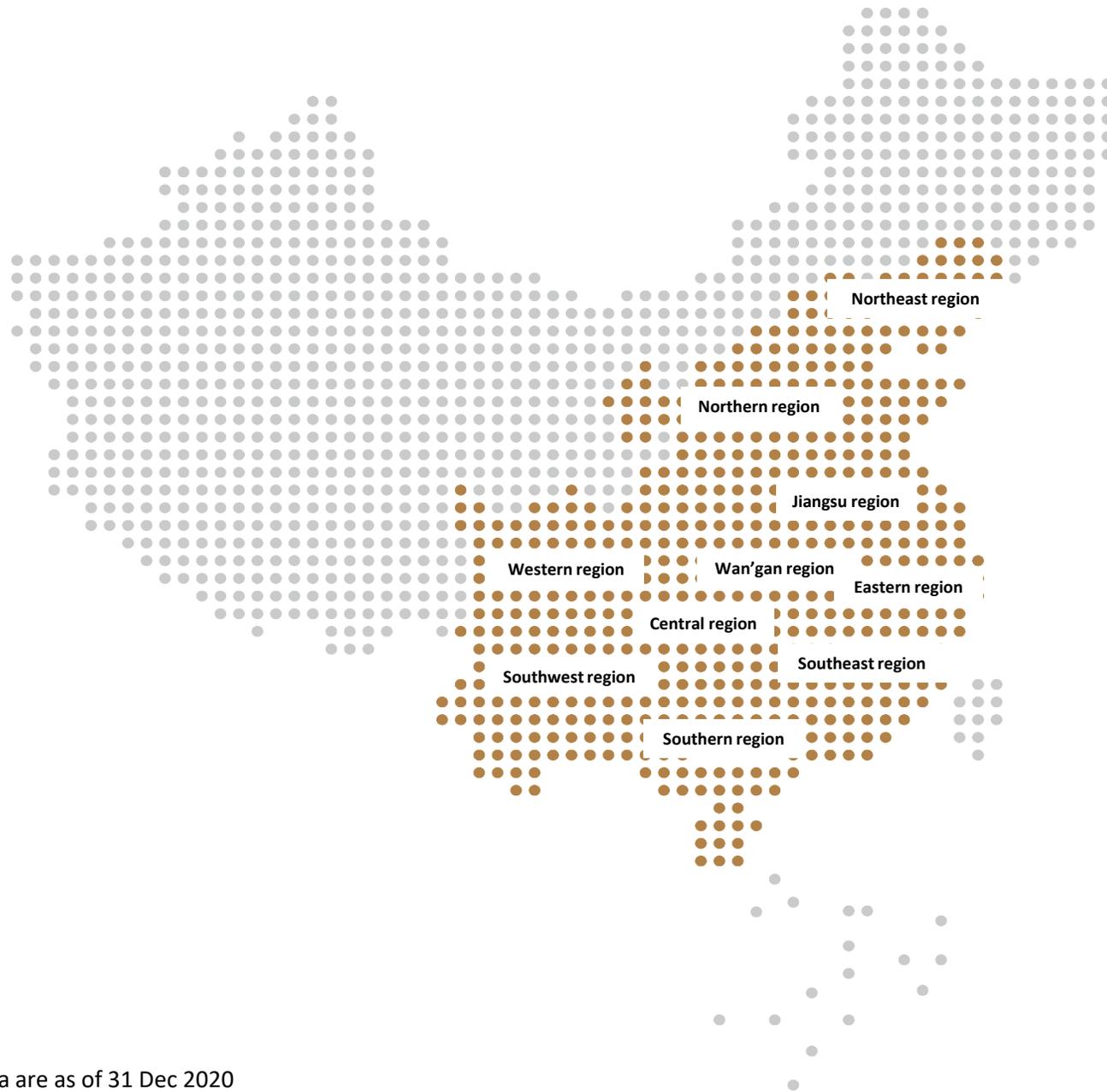
- Enriching the talent echelon with “Monolith Plan” , “the Burning Power Plan” and “Ever Power Plan”
- The internal growth rate of management positions reached 40%
- Employee engagement increased;



PART
— TWO —

Business Development

Established strategic expansion in 10 key regions, breakthrough 107 cities in management



Up 64% yoy

Contracted GFA of **181** mn sq.m.

Up 56% yoy

GFA under management of **102** mn sq.m

Up 62% yoy

985 contracted projects

Up 58% yoy

638 projects under management

Up 37% yoy

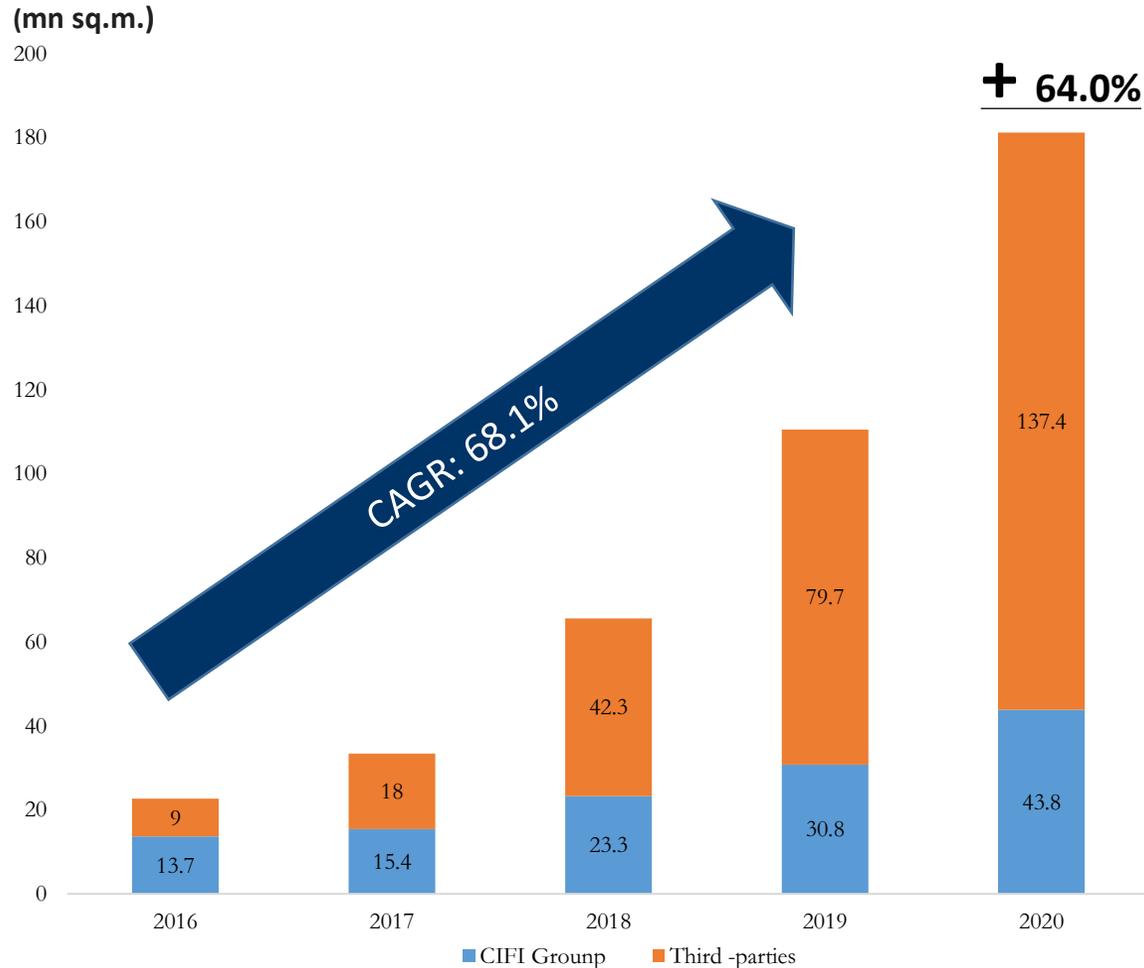
Business presence extended to **107** cities

Up 23% yoy

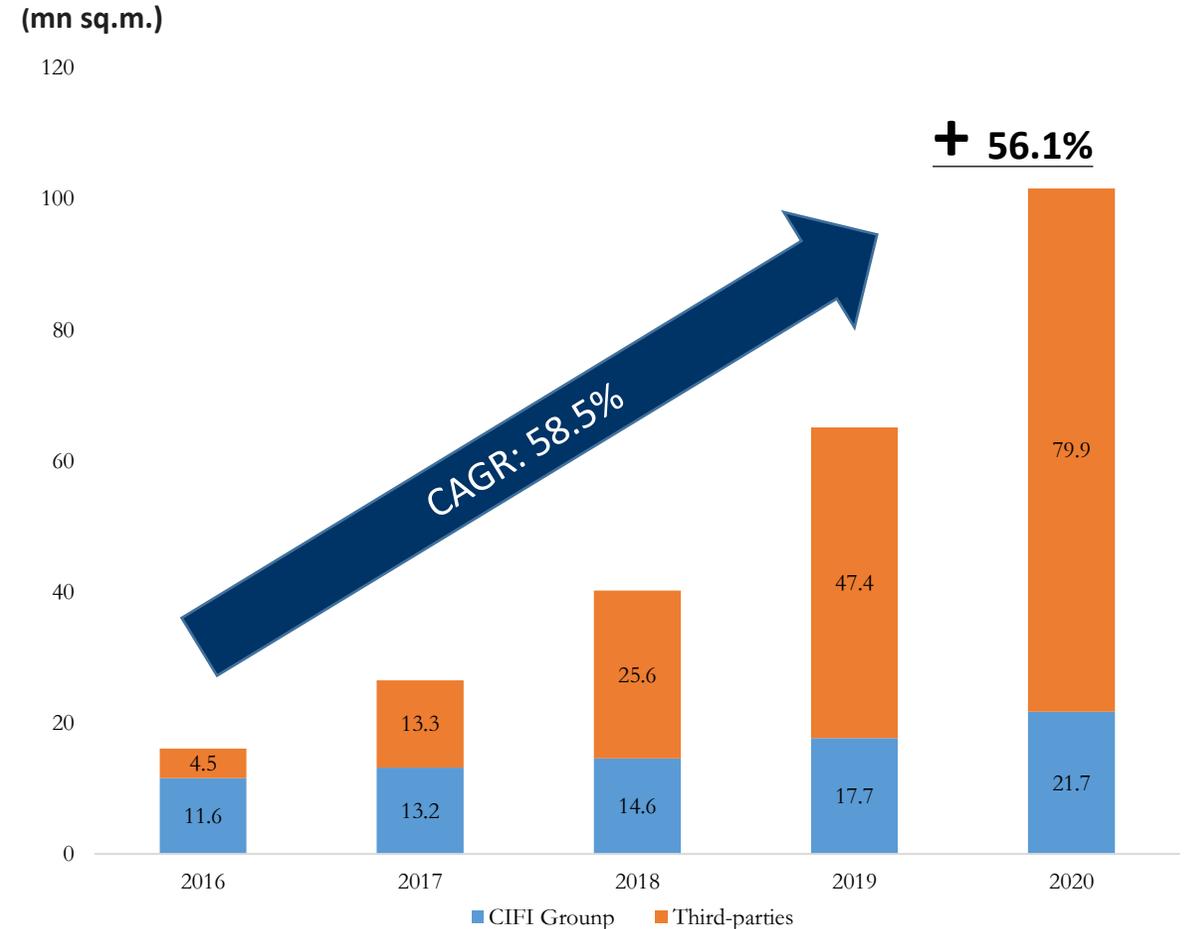
Serving **380,000** households

Base increased, while growth rate remain high

Total Contracted GFA



Total GFA under management

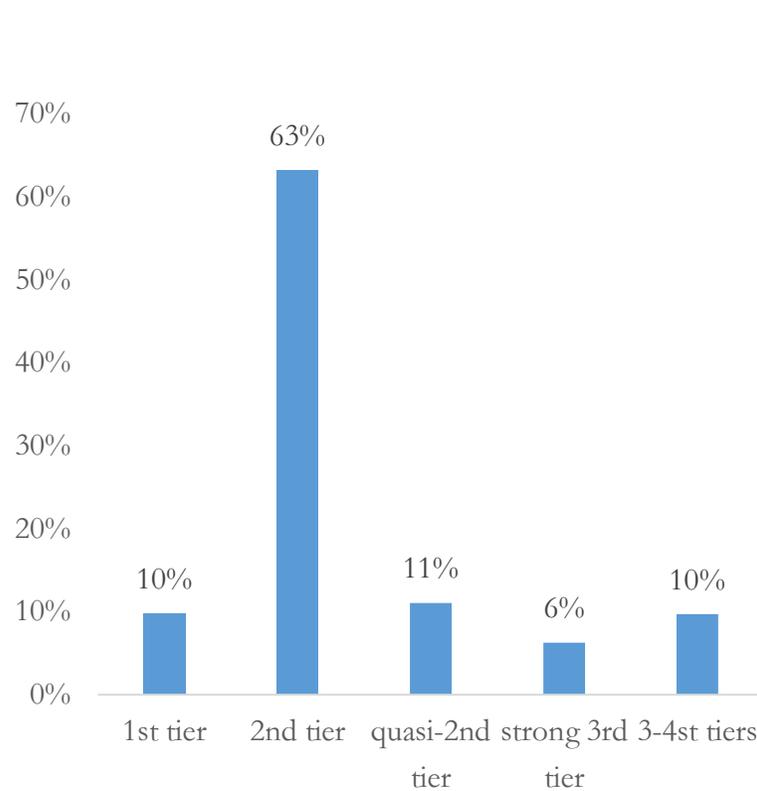


- (1) CIFI Group: include properties solely developed by CIFI Group and properties that CIFI Group jointly developed with other property developers (CIFI Group held controlling interests in such properties).
- (2) Third-parties: refer to properties solely developed by third-party developers independent from CIFI Group, as well as properties jointly developed by CIFI Group and other property developers (CIFI Group did not hold controlling interests in such property projects).

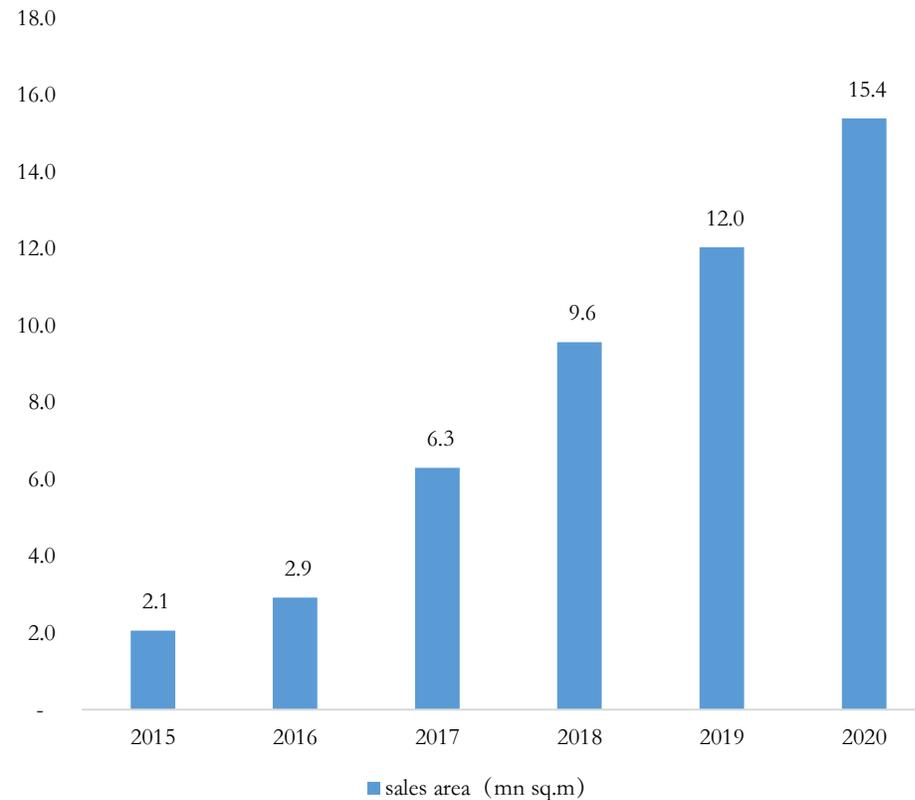
The parent company CIFI Group has long-term stable development

- ❑ CIFI Group is the TOP14 real estate developer in the industry, with a land bank of more than 68.0 million sq.m.
- ❑ The urban layout in high-tier cities, with approximately 84% of saleable resources located in 1st, 2nd and quasi-2nd tier cities.

CIFI saleable resources (%)



CIFI sales area



Gross Land Reserve

GFA

68.2M sq.m.*

Total Saleable Resources**

RMB1,026B

1st, 2nd and quasi- 2nd
Tier Cities weighted

84%

*Sum of land bank having land use rights and urban development projects contracted subject to government listings, in which 56.54M sq.m. land bank obtained land use rights

**By total saleable resources with approved land use rights as of 2 Feb 2021

Multi-dimensional cooperation, laying the foundation for Ever Sunshine's development

- Received strong support from CIFI Group to undertake high-quality property management area, CIFI provided 13.0 million sq.m. contracted GFA to Ever Sunshine in 2020
- Serving its rapid development in both display units and later property management



Shijiazhuang CIFI Chang An Palace – Ever Sunshine will provide service after delivered



Greeting services at display units



Beijing CIFI Tian Rui Chen Zhang – Ever Sunshine will provide service after delivered



Tea Bar services at display units



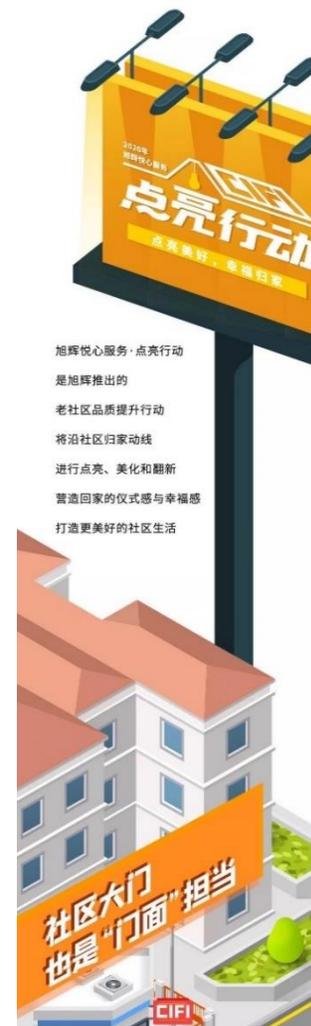
- GFA from CIFI not included CIFI's JV

A comprehensive synergistic development from “Good house” to “Good life”

- June 2020, Ever Sunshine has become a subsidiary of CIFI Group through the share acquisition between CIFI Group and the actual controlling persons Lin family, start comprehensive synergistic development
- Synergistic development: market expansion, resources and channels, experimentation with new businesses, mechanism for fostering corporate culture



Party at CIFI Family Day



Community upgrade



Bid for tenders for providing property management service for projects of all types of operations run by third-parties, Saturated income around RMB 1 billion

- Won tenders for property management service with its overall strength that encompasses its quality service, established brand, good reputation and various resources

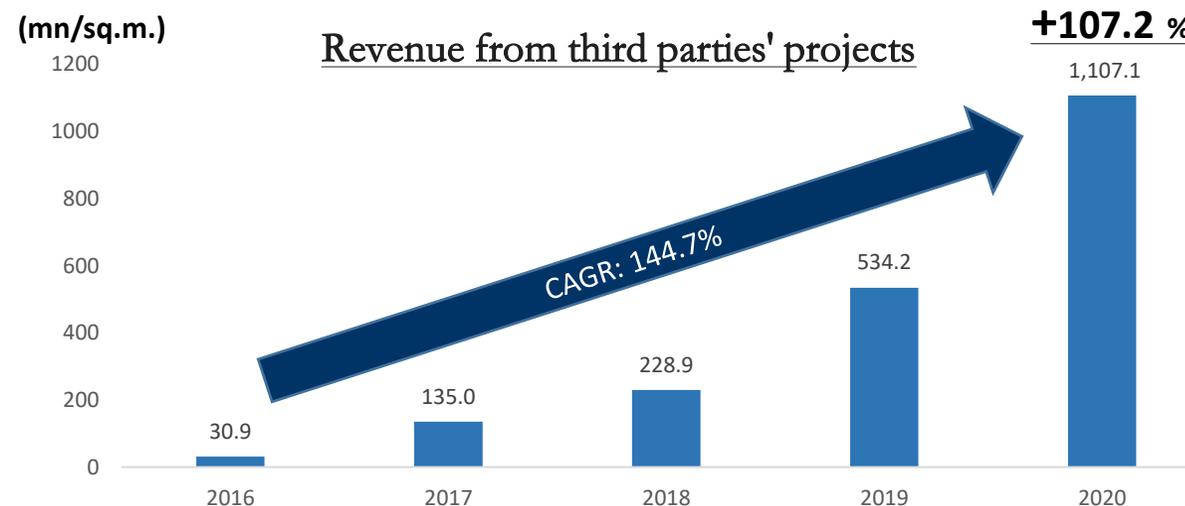


Huzhou Central Hospital



Hebei University of Technology

GFA under management from third parties



Established strategic partnerships and joint ventures with over 20 developers

- Enter into strategic partnerships with state-owned enterprises and regional property developers to take charge of property management projects
- Focus on strategic partnerships through multi-channels and cooperation with various types of operations of different industries and core channels



Strategically acquisition of Qingdao Yinshengtai & Jiangsu Xiangjiang

- ❑ On Feb 27,2020, acquired 50% equity interests of Qingdao Yinshengtai at a consideration of RMB8.64 million
- ❑ Acquired 51% equity interests of Xiangjiang in 2020 at a consideration of RMB48.76 million
- ❑ Strategy for acquisition: acquiring quality properties in economically vibrant areas with regional focus in a way that allows different types of operations to complement each other and coordinate their development



Qingdao Yayuan: No. 9 Donghai Road, Qingdao



Yinshengtai: International Business Port



Xiangjiang: Taizhou Bureau of Natural Resources and Planning



Qingdao Yayuan: Jiading Sunny World International Plaza, Shanghai



Yinshengtai: Dejun



Xiangjiang: Taizhou Civil Affairs Bureau

Strategically acquisition (after period)

- On Feb 2021, acquired 50% entity interests of Huaxi Wukesong
- Acquired multiple benchmark projects in comprehensive formats such as high-end commercial, office buildings, and large sports venues



Basic informations of HuaXi Live project



International 5A Office Building



Container-style gourmet food trend punching place



IKEA Experience Center



Walnut Music Bar

Strategically develop urban service in Shanghai Lingang and Wuxi Huishan

- ❑ Entered into strategic agreements about the provision of urban service with various cities
- ❑ Explore opportunities that arise from the construction of smart cities, the transformation of old communities, construction of civic buildings and the provision of ancillary services for properties



Urban service in Wuxi Huishan



Urban service in Shanghai Lingang

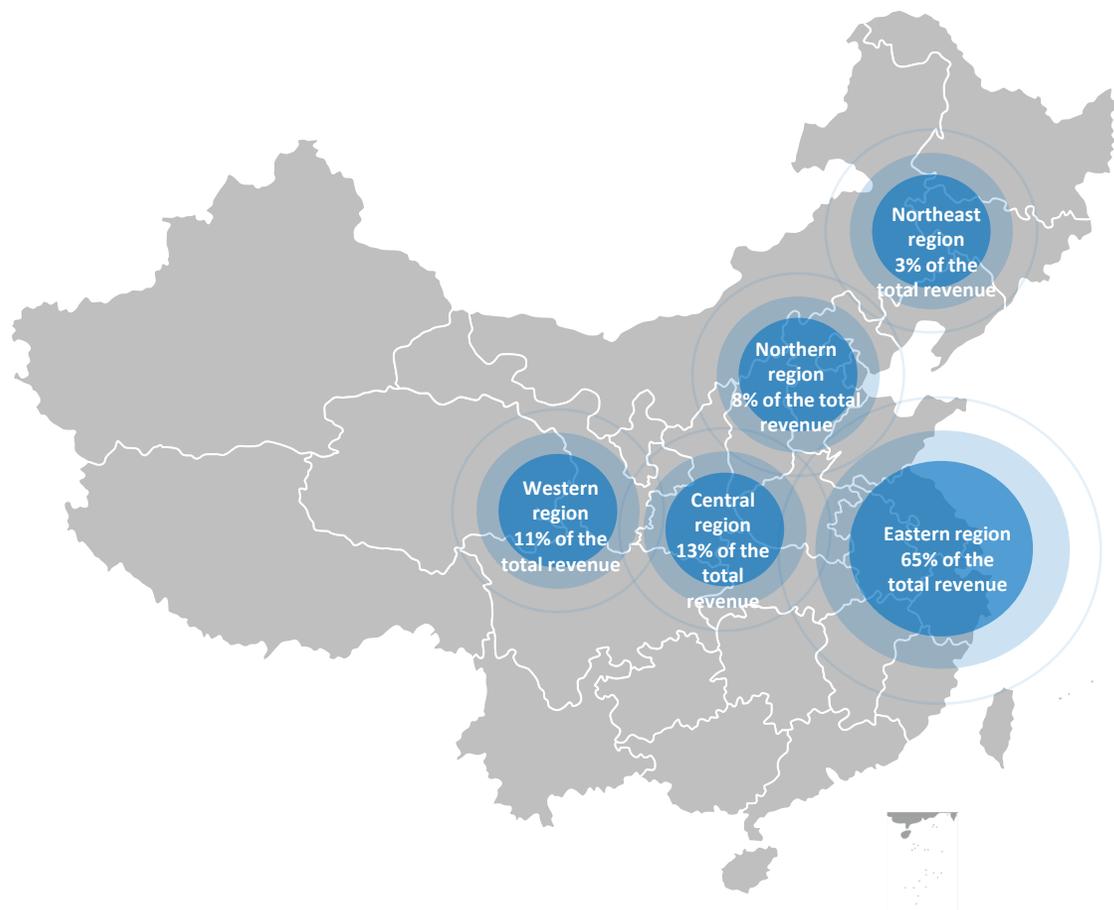
Urban Services:

- ❑ Comprehensive community services: Basic community services, community governance, community activity organization, public resource management, marketize original service;
- ❑ Urban operation services: support the overall operation and management of urban public space, infrastructure equipment maintenance, urban ecological infrastructure management, environmental monitoring and protection;
- ❑ Industry and city operation services: serve projects and enterprises, preliminary consulting, merchants and marketing, revitalizing asset operations, etc., to enhance the value of the projects and create an integrated community.

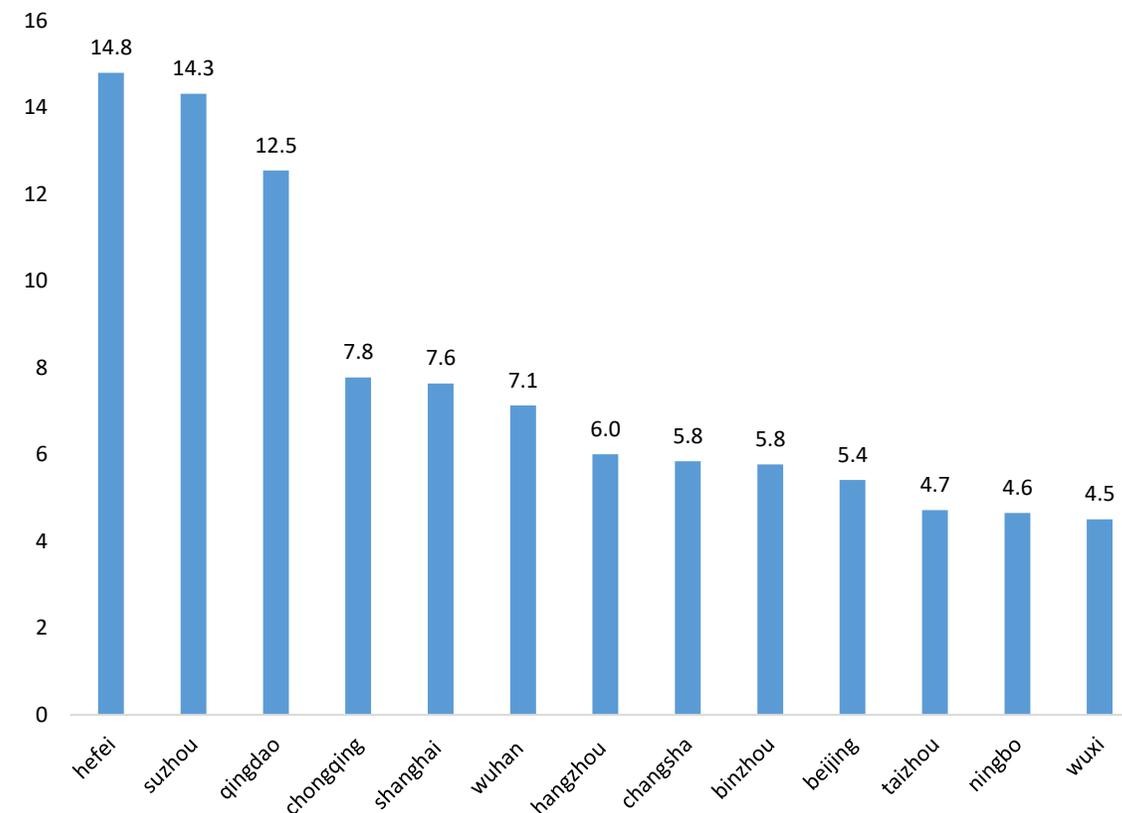
Optimized geographical coverage

- Operations in economically developed areas such as those in eastern China with the Yangtze River Delta as center and in northern China with the Pan-Bohai Rim as center accounted for 73% of the total area
- Optimized geographical coverage, contracted GFA in 13 cities exceeds 5 million sq.m. respectively, of which the contracted area in more than 3 cities exceeds 12 million sq.m.

Layout of key areas (base on GFA under management)



contracted GFA in key cities (mn/sq.m.)



Business mix: building up portfolio of properties under management that cover various types of operations and entering various market segments

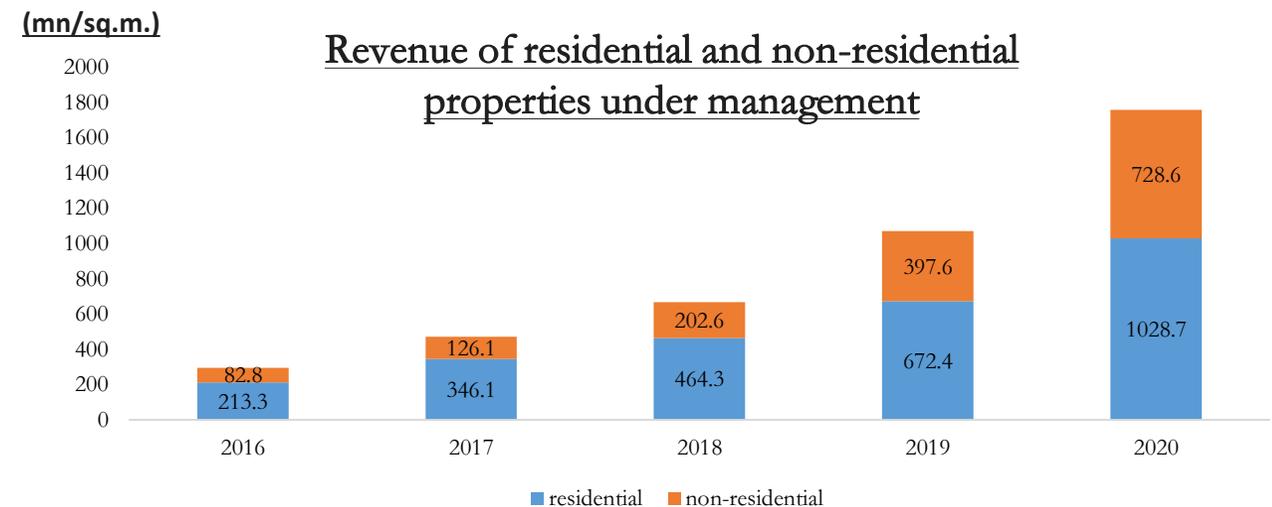
- Acquired various landmark projects and expanded various business channels and market segments
- Achieved a balanced mix of residential and non-residential projects. Non-residential properties accounted for 28.6% of the total GFA under management and accounted for 41.5% of the total revenue



Dalian-Rail Transit



Beijing-Communication University of China



Innovative operation, systematic knowledge accumulation, enhancing quality of all services, and various ways to operate community relations

- ❑ Benchmarking, re-output and re-dissemination of successful experience, to achieve the growth of organizational wisdom;
- ❑ Standardized tools empower employees to grow, develop 36 skills and other courses for RMB10K housekeeper;
- ❑ Keeping pace with the times, online interaction, and various methods have contributed to the increase in satisfaction to 90.

【臻壹体验】 售场管理 4.0



思维、标准与执行要点

旭辉永升服务
CIFI YS-SERVICE

管家帮帮帮

郭佳宁
集团客户价值事业部

万元管家养成记

双管家服务模型升级

- ✓ 服务力
- ✓ 营销力
- ✓ 数字化工具

钉钉扫码加入智胜专栏

开课时间：2021.3.4 晚19:30点
我们不见不散

旭辉永升服务

用心为你，直播有礼!
旭辉永升服务上市2周年

5.8万人看过 · 2567人在线

永升周岁直播

12月23日 / 12月23日 19:30

升服务微信视频号
好礼，准时开抢!

来了

沉默是金：青岛+泰馨苑+7栋1单元403

梧桐雨：上海旭辉雅苑2幢9单元602

小芳：湖北英山桃花溪小镇4期8栋504

Lisa：湘潭美江国际社区二栋一单元602

珠珠：北京旭辉26街区5号楼510

宋洁：淄博市星悦城7-11401

聊一聊

153.8万

Business breakthroughs, continuous innovation of value-added services, successful BU transformation of community engineering business and home renovation businesses

- ❑ Established the “Flying High” research institute to enrich “Flying High” product portfolio and promote hit products to the community
- ❑ Professionalize the business unit of Community engineering, reached revenue RMB 127.1 million
- ❑ Professionalize the business unit of home renovation businesses, reached revenue RMB 186.5 million



“Flying High” —New Year's Seasonal Service



“Flying High” —Christmas service

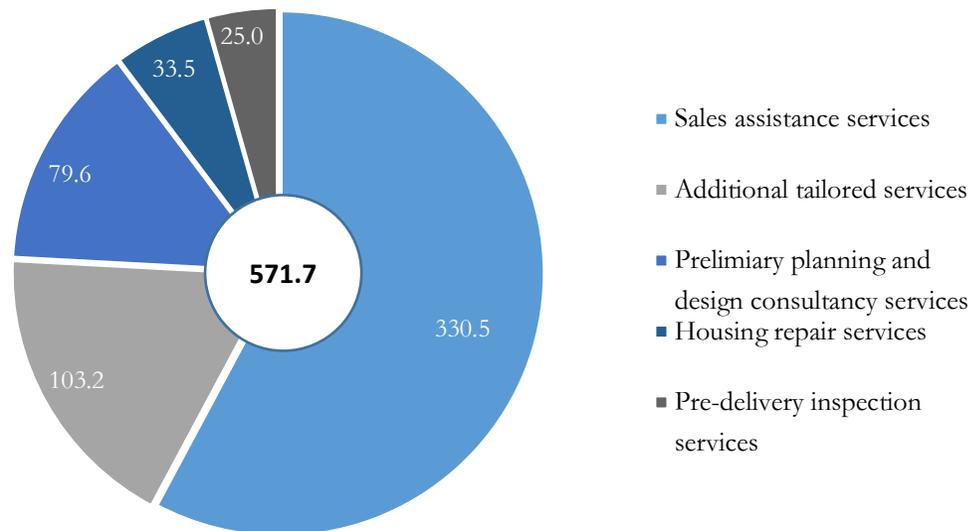


home renovation businesses

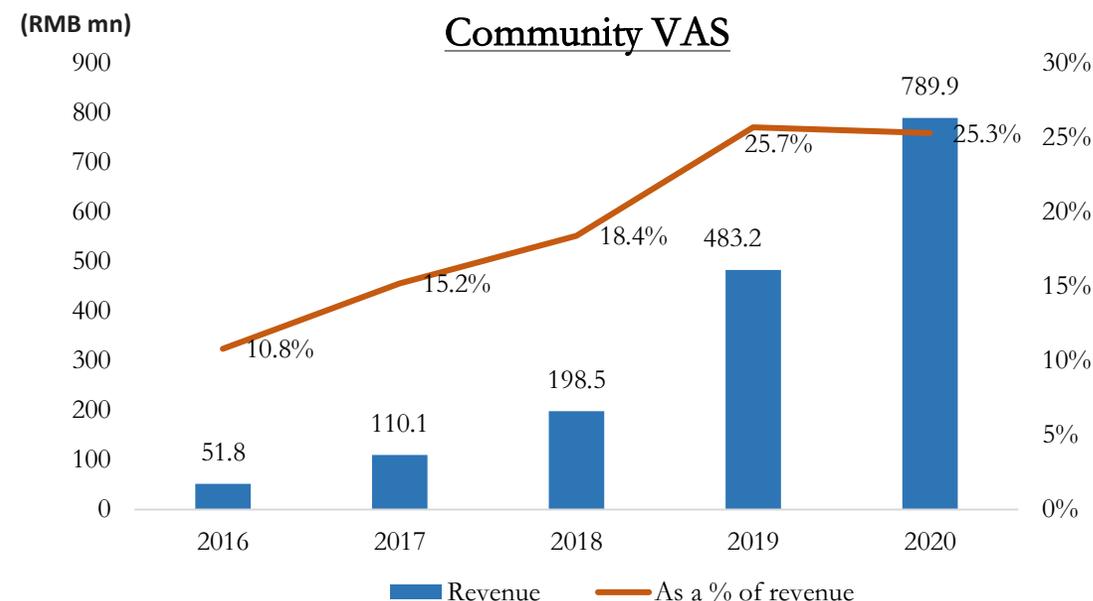
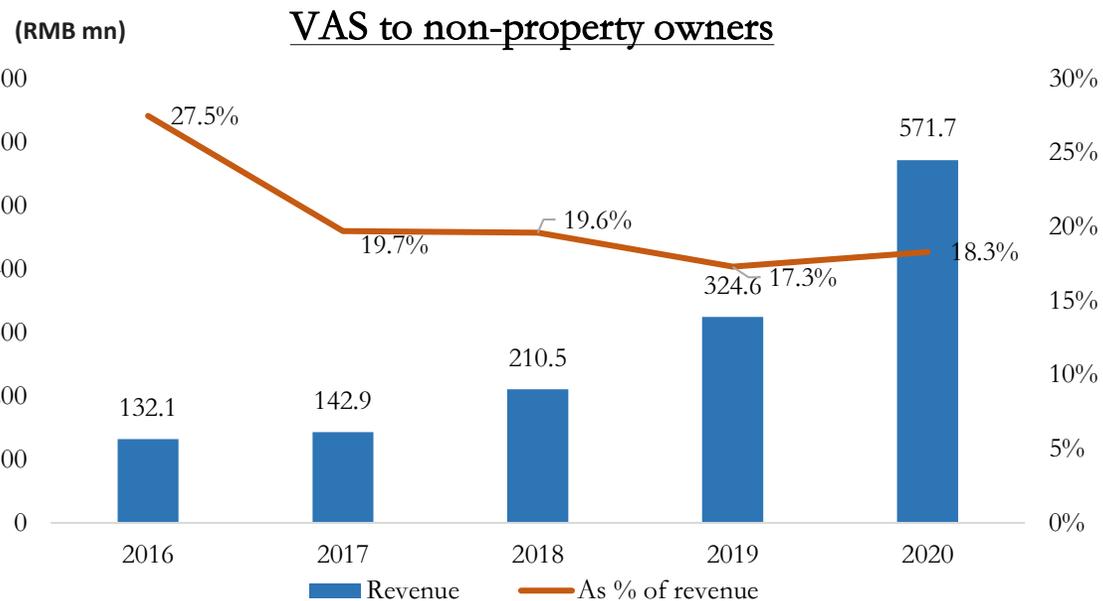
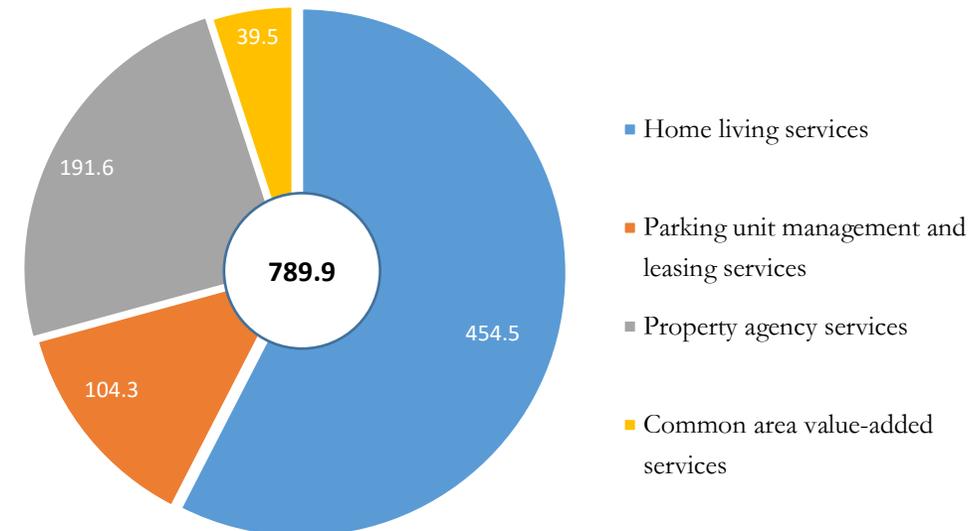


Rapid growth in community VAS , VAS to non-property owners develop steadily

VAS to non-property owners started to expand source of income (RMB mn)



Provided property owners with diversified VAS (RMB mn)



Enhance property management service and efficiency via technology

- ❑ Strategy: Build an open platform based on data algorithms to bring users a better community life experience.
- ❑ The management expense ratio dropped by 1.3 percentage points.
- ❑ New Contract System: Realize the functions of linking 7 major business systems
- ❑ Receivables from China: Electronic bills accounted for 98.2%
- ❑ Online payment: exceed RMB55 million in a single month
- ❑ HR Service Sharing Center: Human service ratio increased by 24%
- ❑ supplier bidding procurement system: supplier management realized 100% offline to online
- ❑ Strategic market expansion: More than 1,500 project data precipitation
- ❑ Depot Cloud: complete 175 depots online



Empower front-line employees and promote organizational growth

- ❑ Enhancing the service capability of the staff at grassroots level, transforming the service model, building up a cluster of points of contact with homeowners in the property management services
- ❑ Supported by minimum standard service and tools for professionalism



Training camp for new employees



Housekeeper training for new recruits



Project manager training camp



Training camp for new employees

PART
THREE

Financial Highlight



66.1%

**Huge increase in revenue,
Reaching 3,119.6 Million**



77.8%

**Huge increase in profit
Reaching 442.6 Million**



74.4%

**Huge increase in profit attributable
to owners of the Company ,
Reaching 390.4 million**



11.8%

**The percentage of
administrative expenses
drop 1.3 pct yoy**



709.1_{mn}

**Positive net cash inflow
from operating activities,
far beyond net profit**

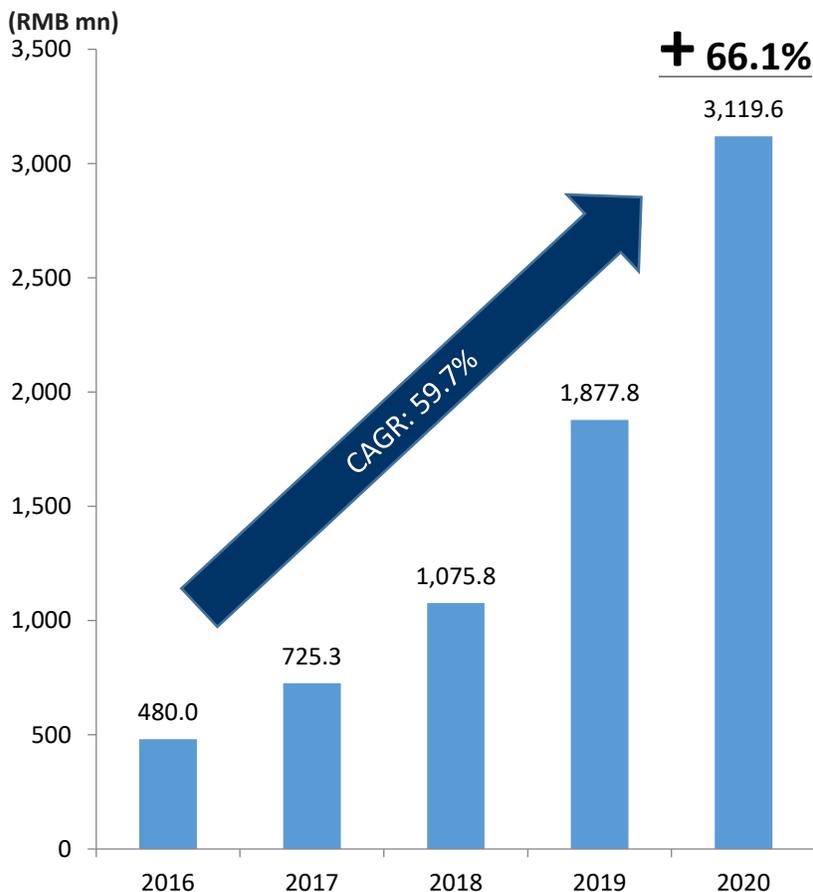


54.4%

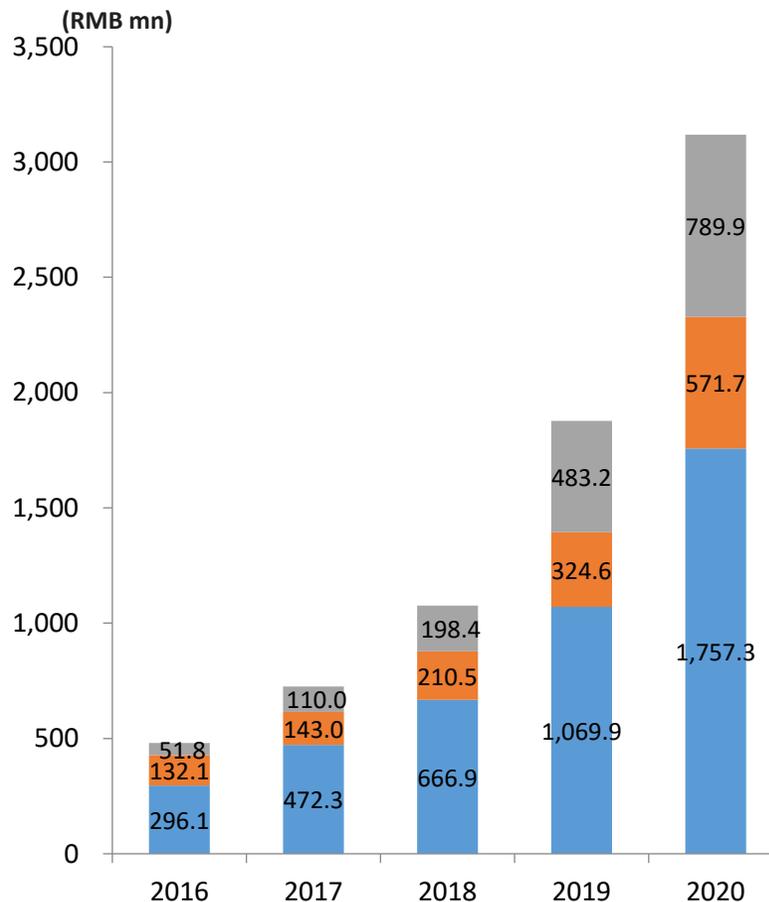
**Two types of VAS accounted for 54.4%
of total gross profit , community VAS
to community occupies 40.0%**

Huge increase in topline, with a “60%, 20%, 20%” revenue breakdown

Revenue

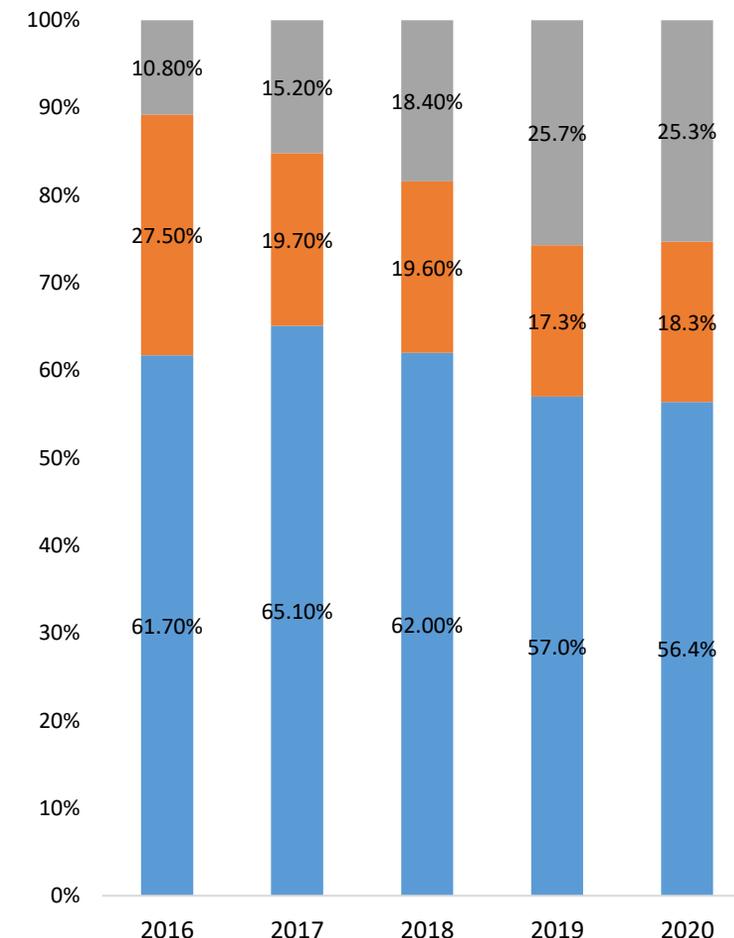


Revenue (by Business Lines)



- Community Value-added Services
- Non-property owner Value-added Services
- Property Management Services

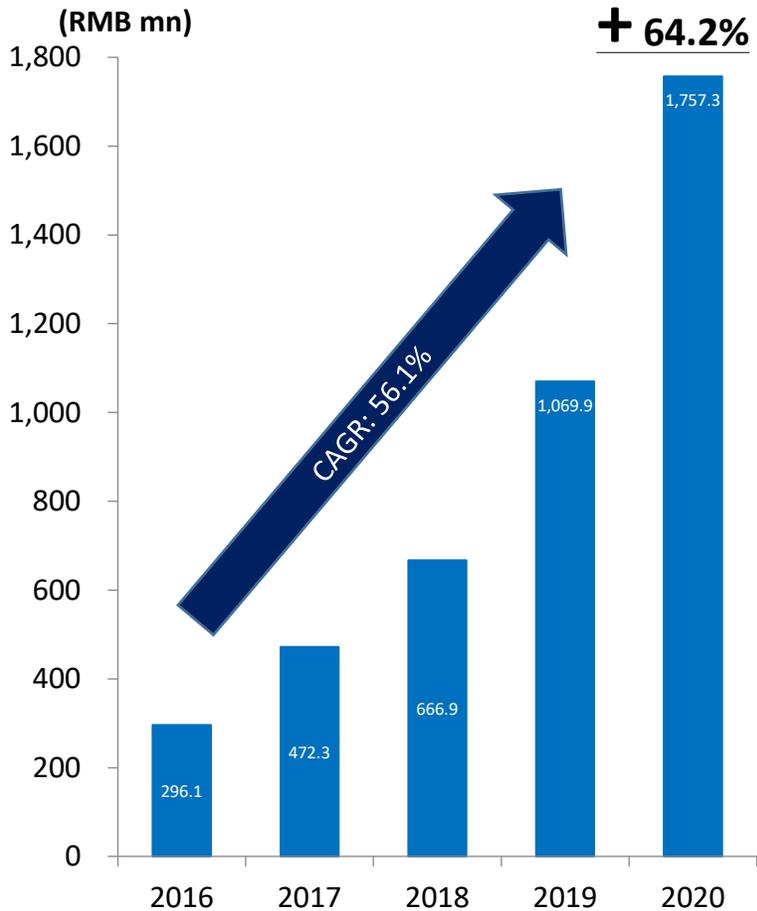
Portion of Revenue (by Business Lines)



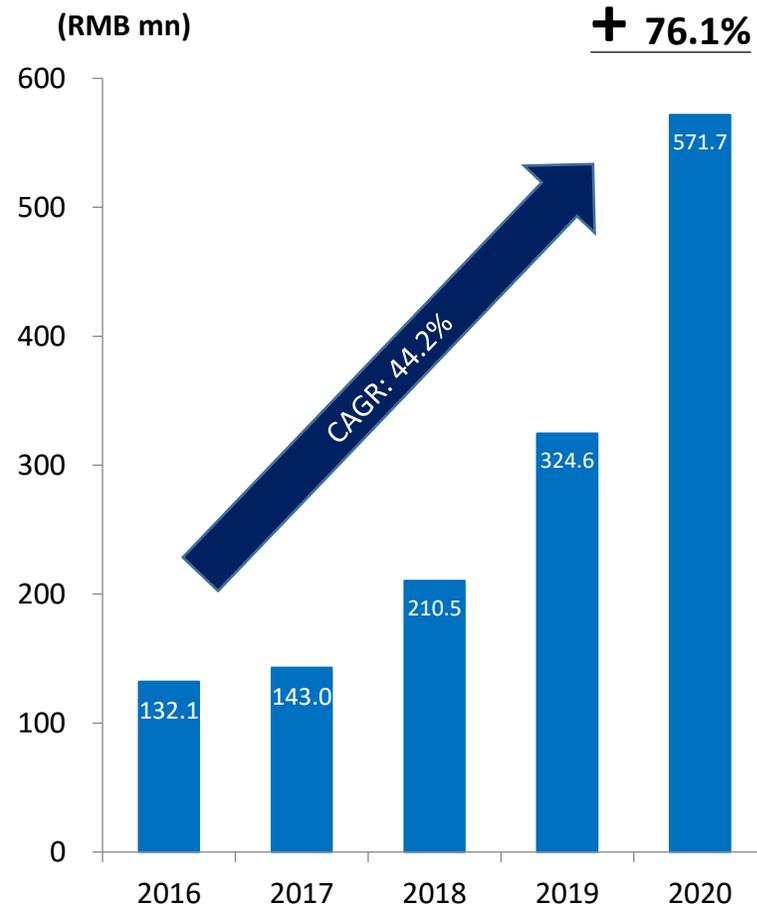
- Community Value-added Services
- Non-property owner Value-added Services
- Property Management Services

All three business lines had a huge growth due to business expansion

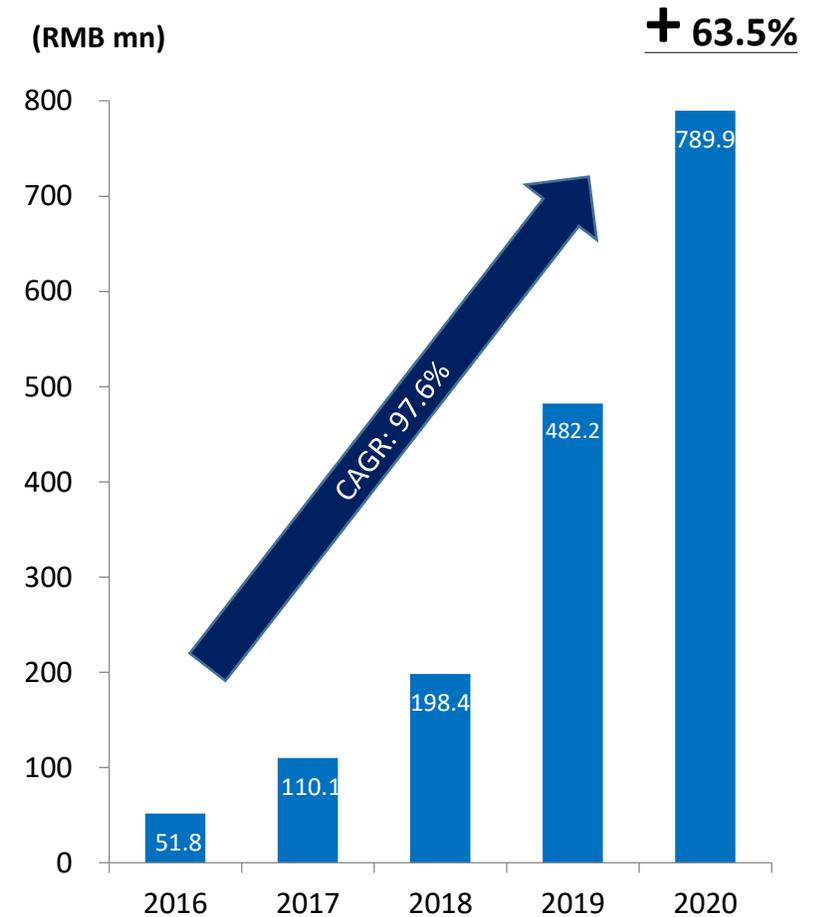
Revenue from
Property Management Services



Revenue from
Value-added services to non-property owners

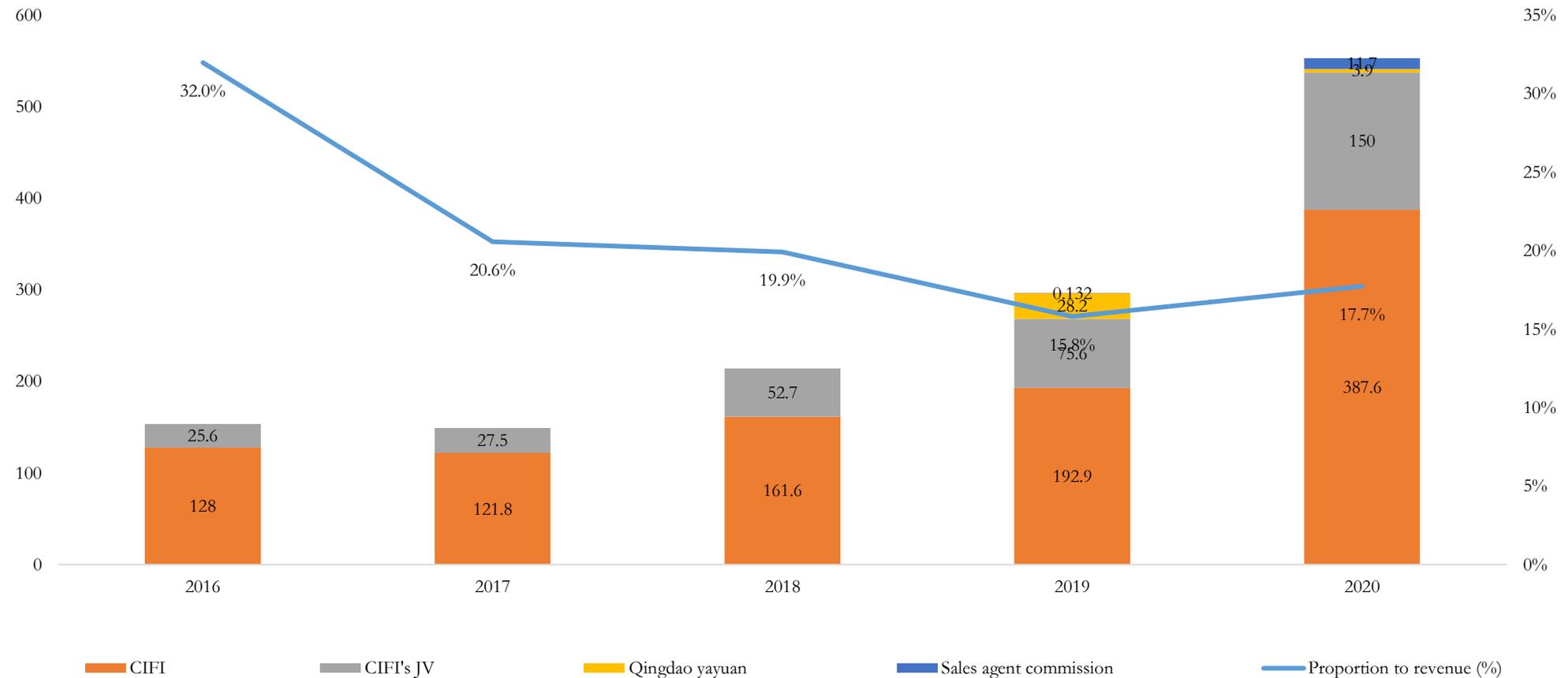


Revenue from
Community value-added services



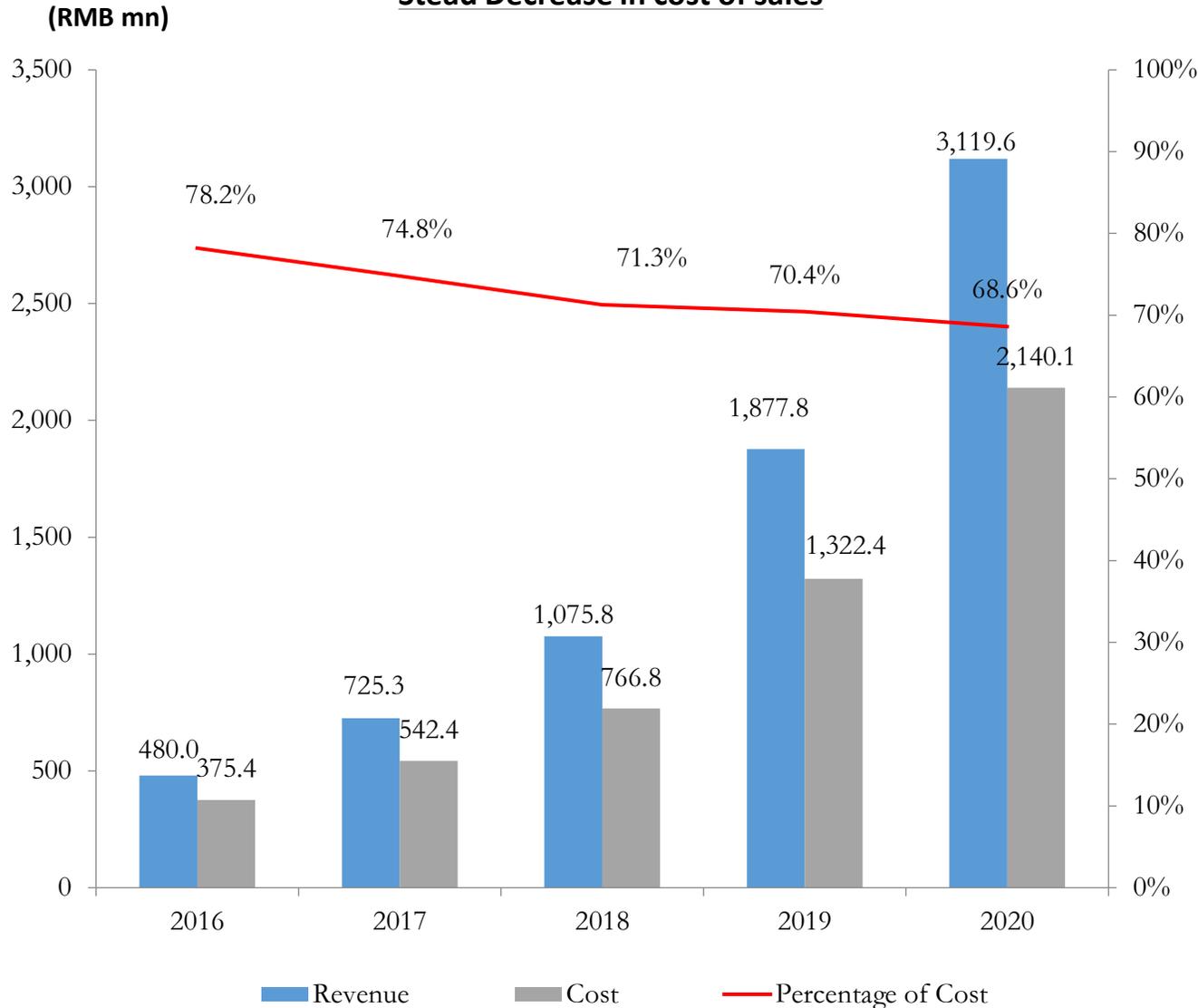
Comparison of the amount of Connected transactions, cooperate with the parent company but not counted on that

Connected transaction (RMB mn)

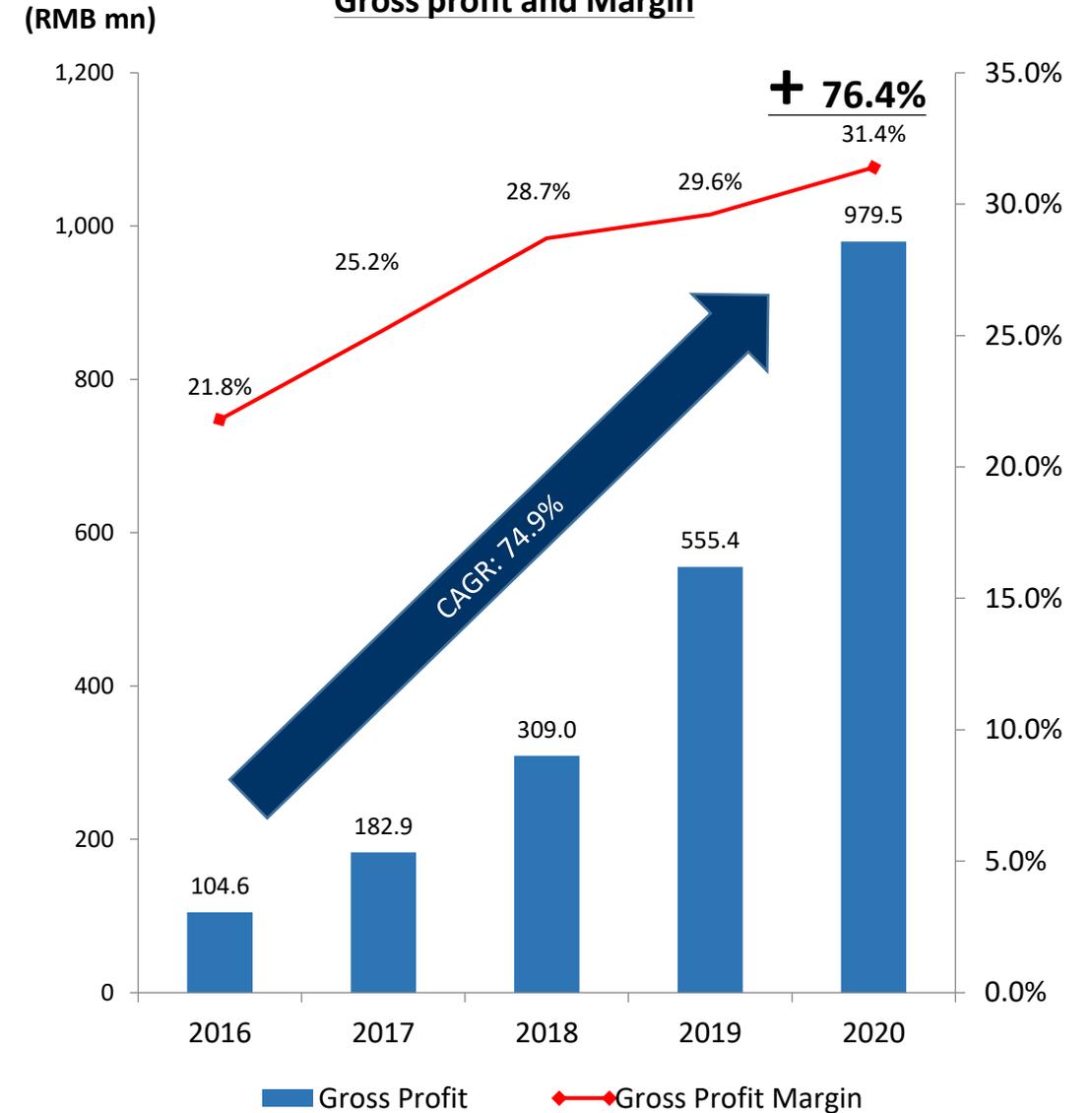


Gross profit margin continue to increase, reaching a high and stable level of 31.4%

Stead Decrease in cost of sales

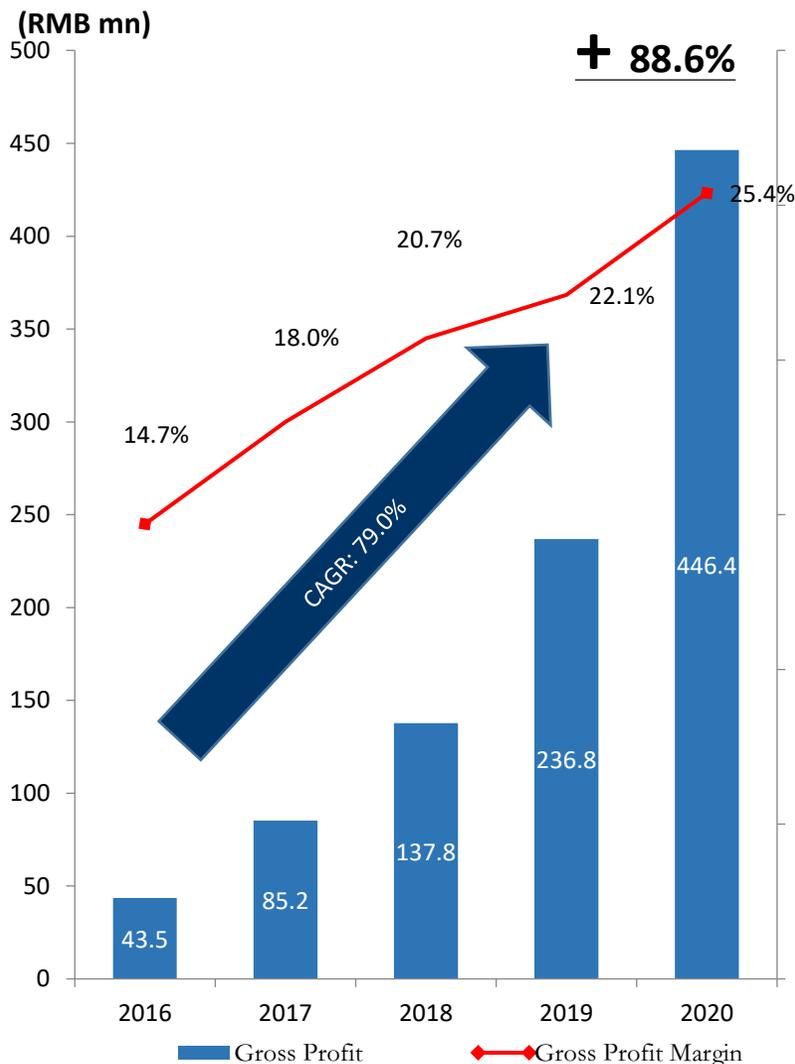


Gross profit and Margin

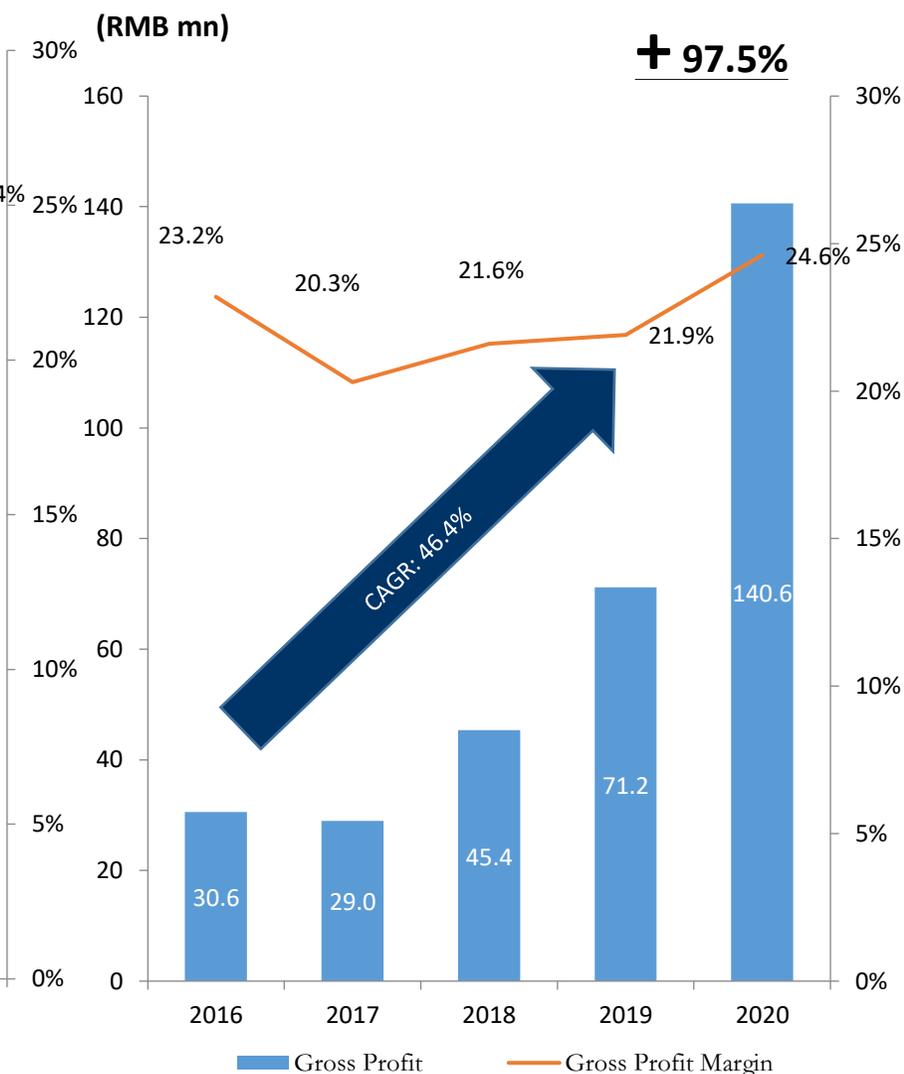


Continuously Growth in Gross Profit and Gross Profit Margin

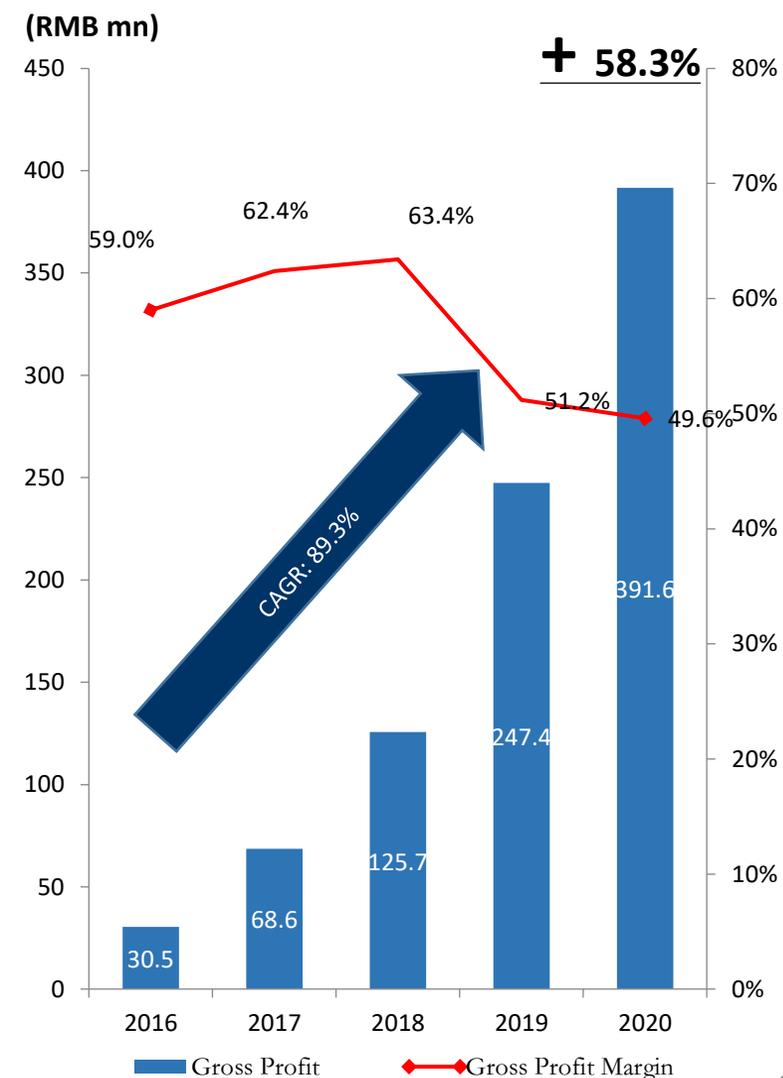
Property Management Services



Non-property owner value-added services

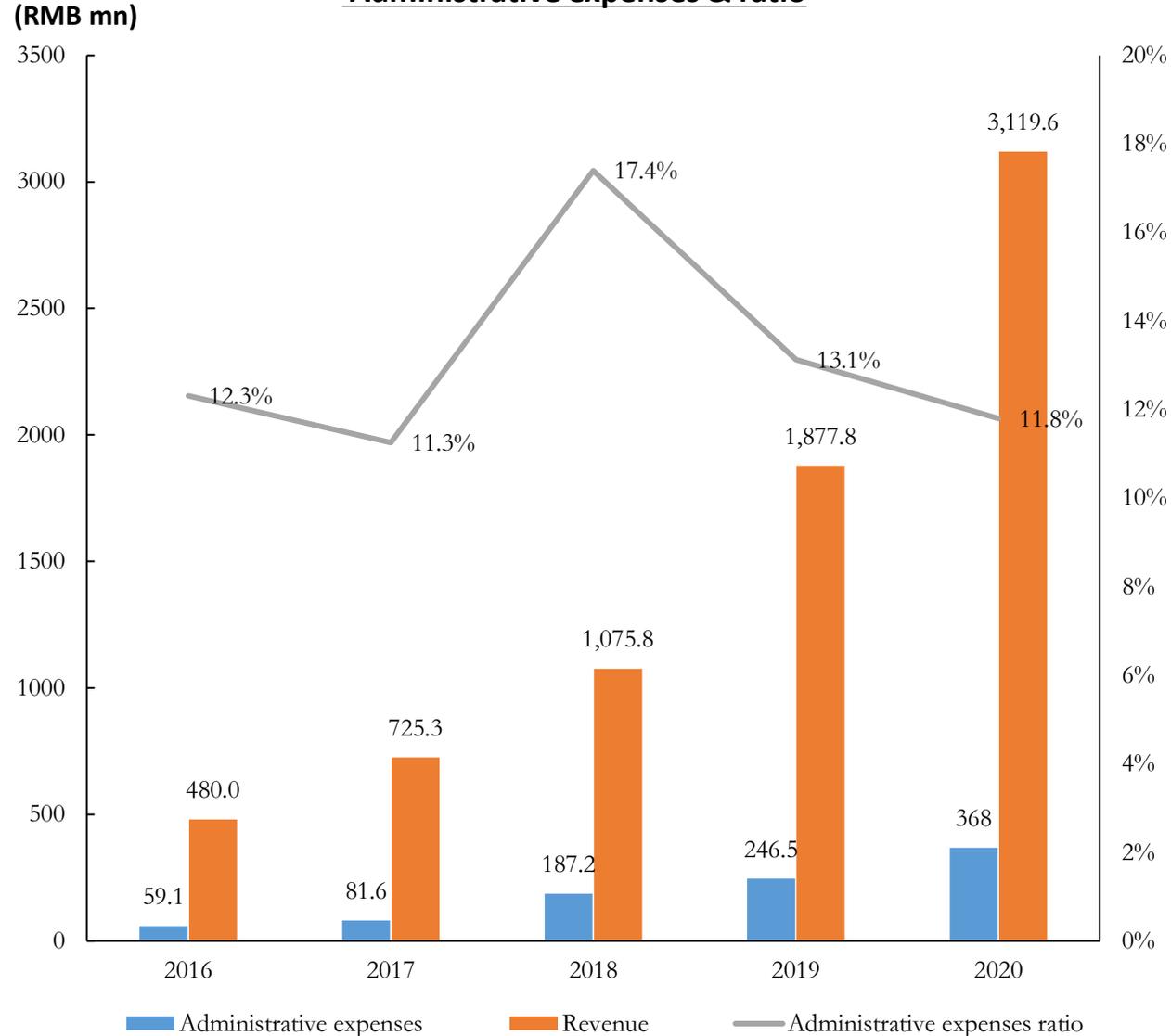


Community value-added services

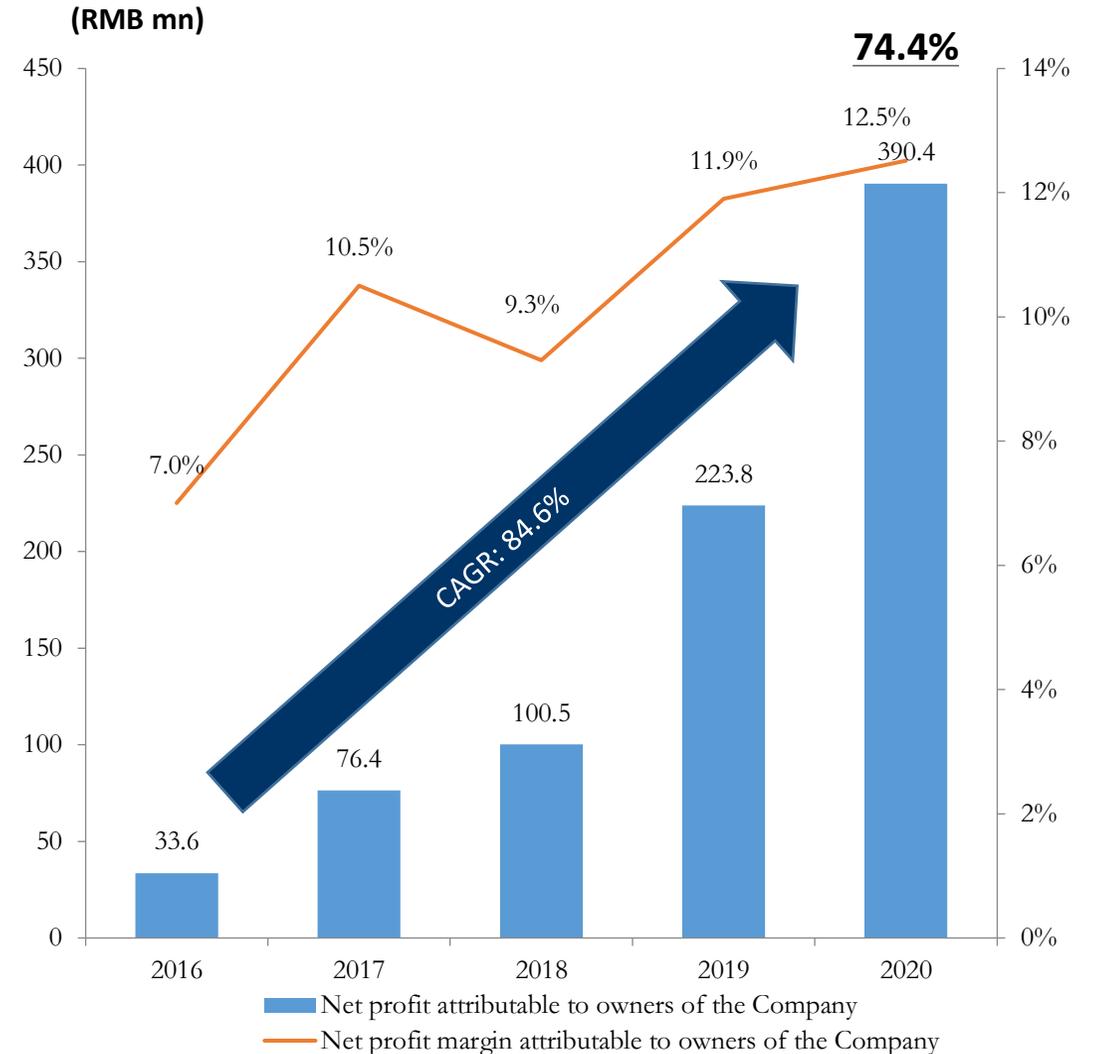


Improvement in management efficiency, administrative costs ratio drops and helps to generate more profit

Administrative expenses & ratio

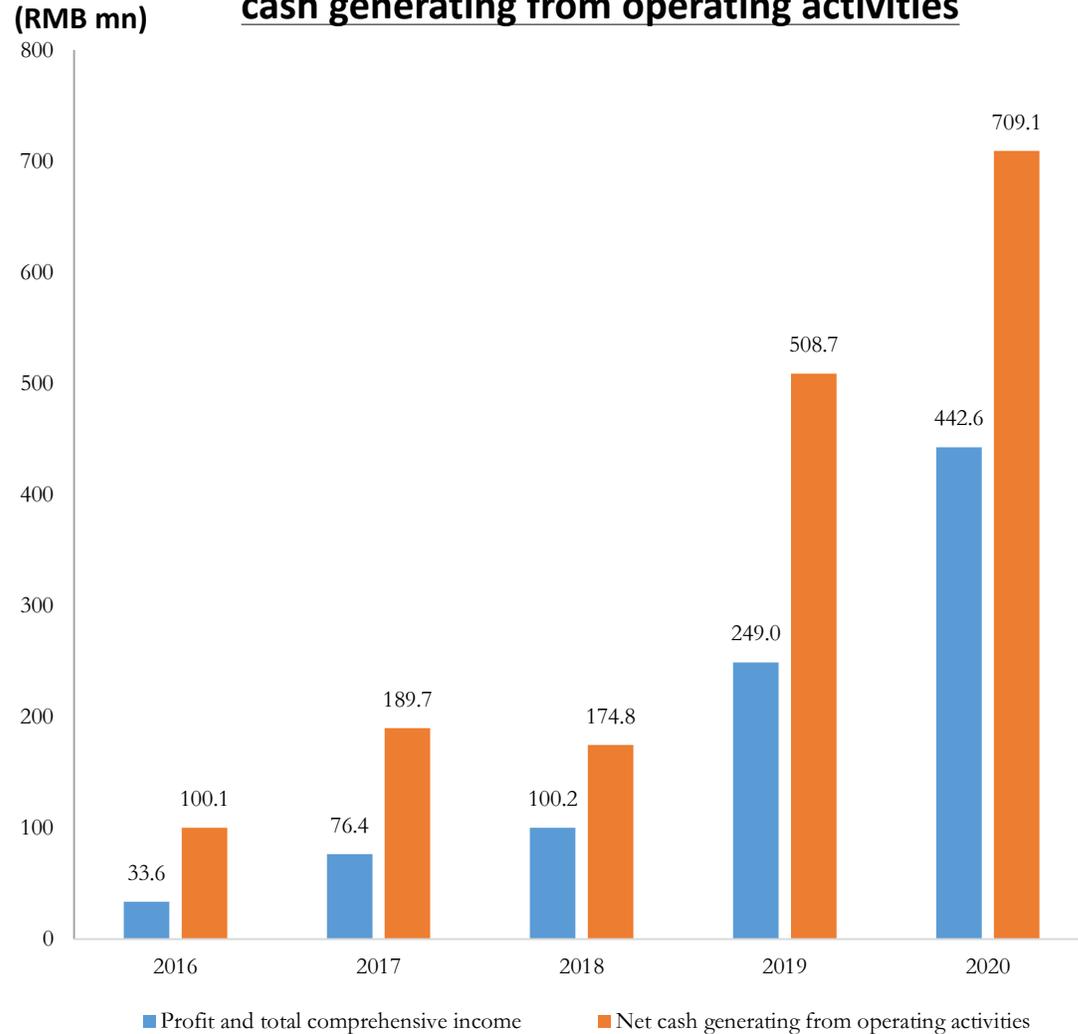


Net profit & margin attributable to owners of the Company

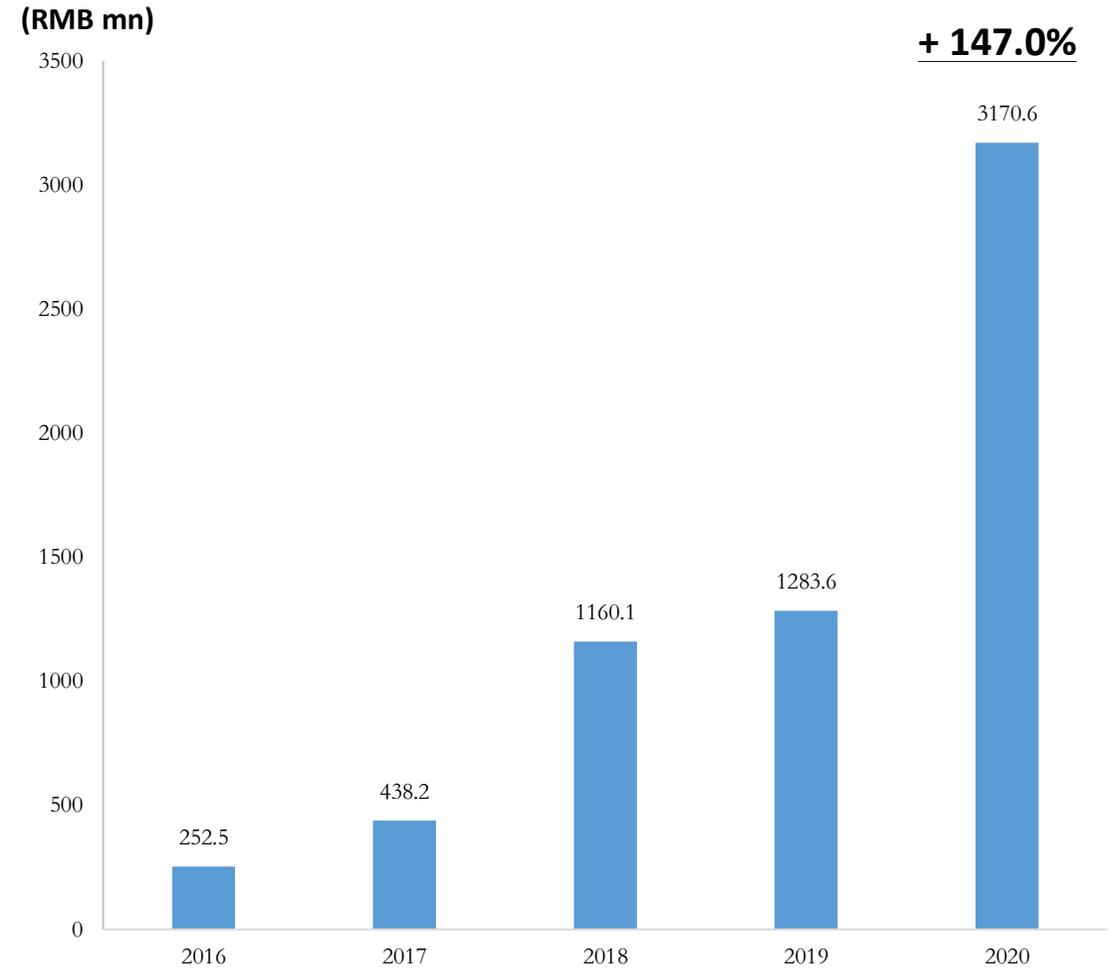


Net cash generating from operating activities far more beyond net profit, Abundant cash in hand

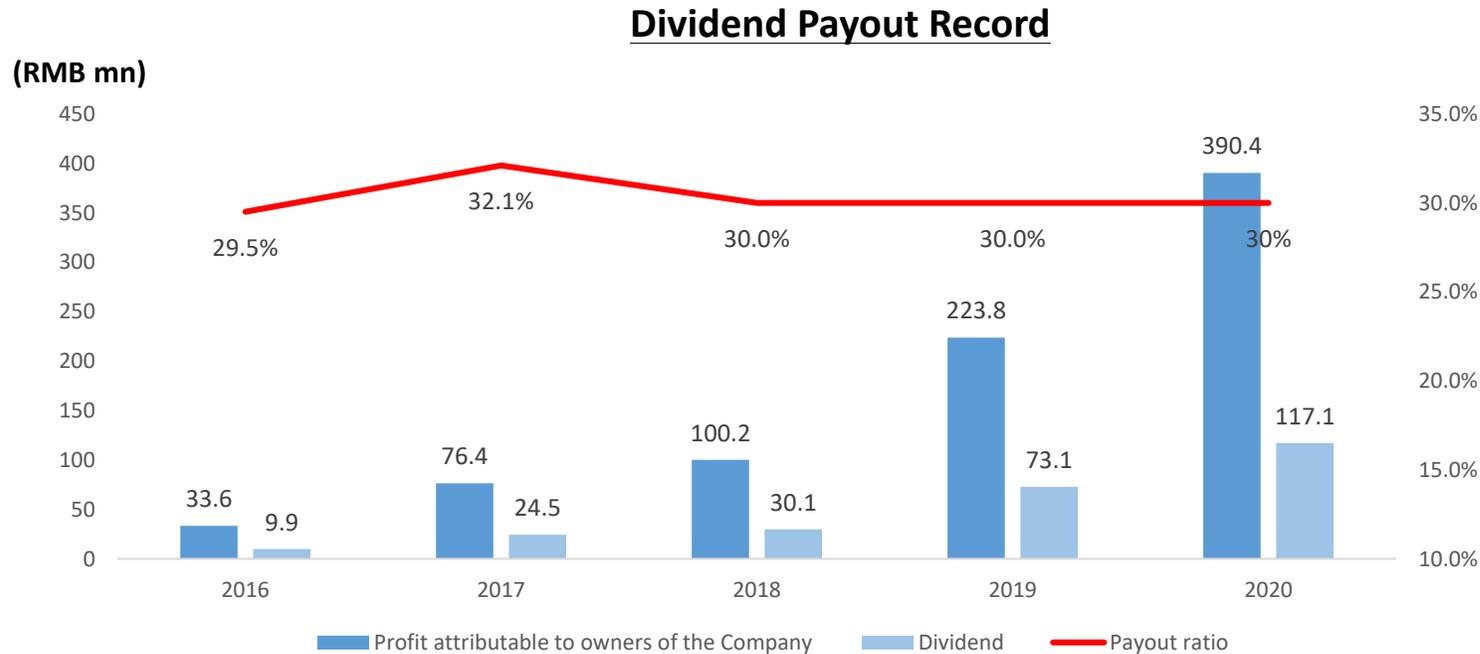
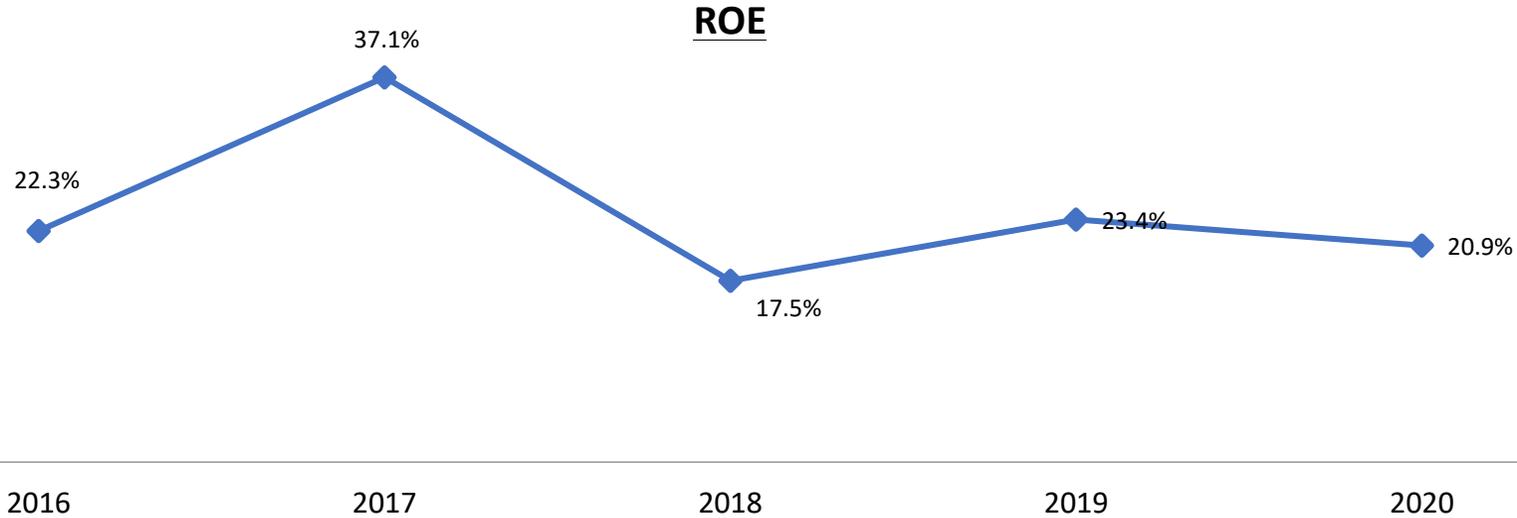
Profit and total comprehensive income and net cash generating from operating activities



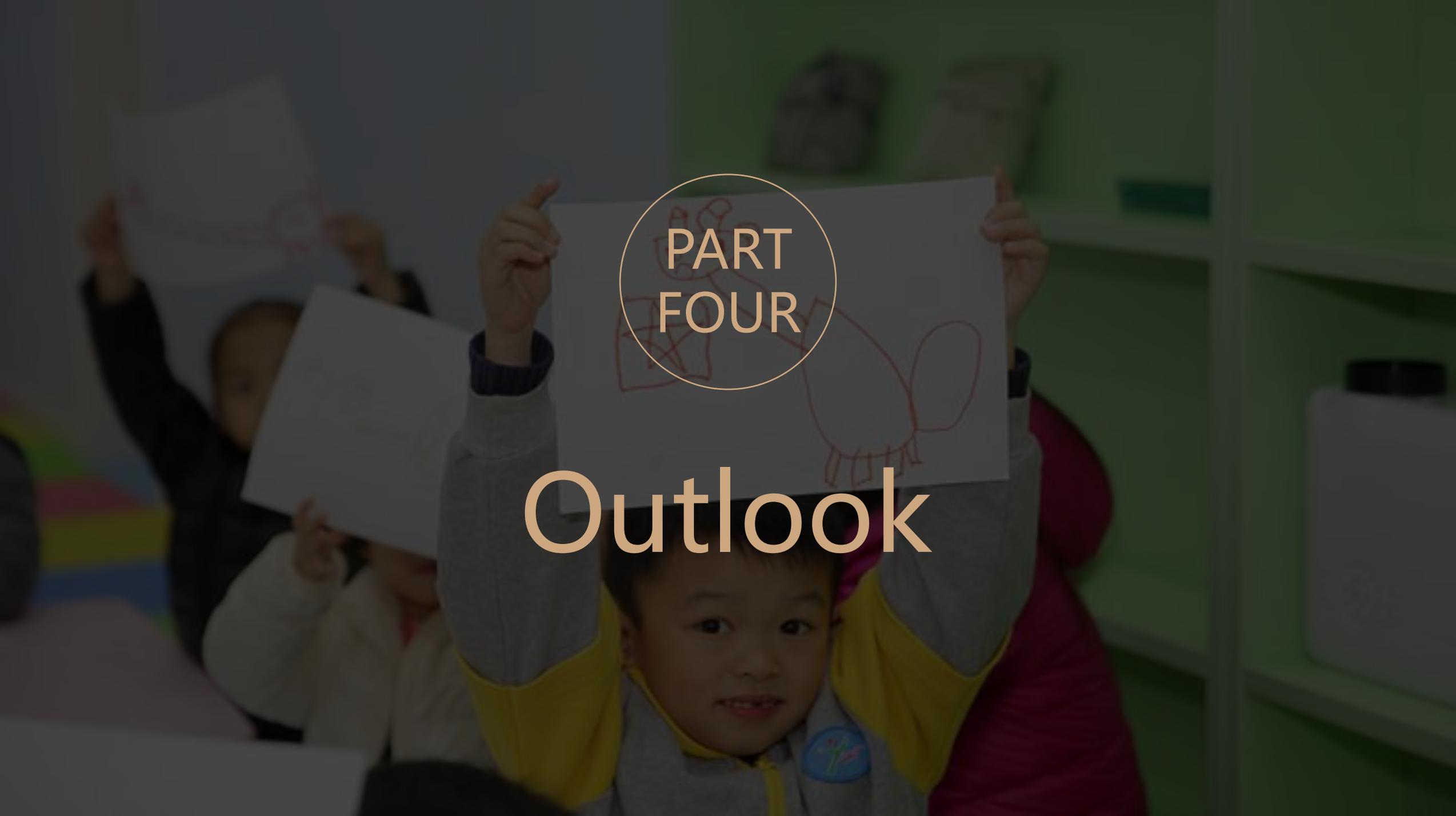
Cash and cash equivalents



ROE remains high with good record of dividend payout



- Distributed a dividend in aggregate amount of RMB9.9 million for 2016 with the dividend payout ratio of 29.5%
- Distributed a dividend in aggregate amount of RMB24.5 million for 2017 with the dividend payout ratio of 32.1%
- Distributed a dividend in aggregate amount of RMB30.1 million for 2018 with the dividend payout ratio of 30%
- Distributed a dividend in aggregate amount of RMB73.1 million for 2019 with the dividend payout ratio of 30%
- Distributed a dividend in aggregate amount of RMB117.1 million for 2020 with the dividend payout ratio of 30%



PART
FOUR

Outlook

- ✓ **The industry hopes to gain a more important status by showing more society value**
- ✓ **Becoming regular part of the society management by taking more community responsibility**
- ✓ **COVID-19 may change some residents' consuming attitude, More opportunities come to Property management companies**
- ✓ **After the test of pandemic, brands comes to different categories in a high speed, leading to the scale concentration**
- ✓ **High technology shows great advantage in fighting against COVID-19, property management intelligence becomes more popular**
- ✓ **The combination of online and offline becomes the main science of community eco-system, implying a huge market**
- ✓ **More approve from capital market but with more competitive in industry**

- ✓ **Persist in four-wheel drive, strengthen four-wheel power, and achieve results in multiple lines to promote scale expansion;**
- ✓ **Refined operation, upgraded experience, service model transformation, service productization;**
- ✓ **Actively serve, build a high reputation and brand, focus on three types of objects of owners, enterprises, and governments, improve reputation, create Ever Sunshine IP, and be a designer for a better life ;**
- ✓ **Professional BU, home, rental, home renovation, house repair, engineering and other modules are professionally integrated, and gradually move to the independent third-party market;**
- ✓ **Upgrade organization, upgrade management team, build an agile organization, and advocate a team atmosphere where everyone is passionate under a struggle-oriented culture ;**
- ✓ **Smart property, IoT platforms and modular tools drive digital intelligence to drive business transformation, enhance the homeowner's home experience, and realize the integration of business and finance.**



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