

# With a Solid Foundation to Build a Strong Superstructure

2021 Interim Results Announcement



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# 01

## 2021 Interim Results Highlights

## Surpassed guidance, revenue increased more than 65.3%

- Revenue increased by 53.1% to RMB2,058.6million;
- Gross profit increased by 49.4% to RMB616.3million;
- Net profit attributable to owners increased by 65.3% to RMB283.0million.

## Newly obtained over 40mn sq.m, annualized contract value increased RMB 1.05 Billion

- Record increment of GFA contract of CIFI : 5.1mn sq.m. , annualized contract value RMB 200 million;
- Market expansion: over 32.5 mn sq.m, annualized contract value RMB 600 million;
- Big step in Merger & Acquisition, Huaxi Wukesong, Shanghai Xingyue , GFA of M&A reached 2.5 mn sq.m. annualized contract value RMB 250 million.

## Superior income structure as always

- Superior income structure. Revenue from property management, community VAS accounted, non-property owner value-added services (VAS) for 55.7%, 25.2% and 19.1% respectively.
- Proportion of gross profit: 43.8%, 39.3%, 16.9%.
- Net cash inflow from operating activities reached RMB425.3 million, 1.3x of the net profit

## Build a better life with heart, and the community value-added service revenue increased by 99.6%

- Establish the service positioning of better life, and carry out diversified value-added services;
- Focus on home service product design and research;
- "Self-management" + "Joint operation" dual mode, the community service category gradually rich and mature.

## **Speeding up and Empower via technology**

- Linjiu Tech. firm finished systematic develop, fully empowered frontline and increased operation efficiency.
- Four major contents: user products, data products, intelligent Iot, service platform;
- The percentage of SG&A expenses drop 1.9 pcts.

## **Newly established the third BU, Property Agency**

- Community maintenance and repairing gradually mature;
- Newly established sale & rental BU, and achieved initial success;
- Engineering BU is on the way , scheduled to be complete in 21H2.

## **Organizational evolution synchronized with employee growth**

- Enriching the talent echelon with “Monolith Plan”, “the Burning Power Plan ”and “Ever Power Plan”
- The internal growth rate of management positions reached 45%
- Open CEO’s live broadcast room and employee BBS forum to improve employee satisfaction
- Various employee activities help to continuously improve engagement and loyalty.

## **Strategy is determined, adhere to healthy, long-term, sustainable development**

- Adhere to the four-wheel drive growth model, firm "5221" growth model;
- Dependent on independent, endogenous and exogenous growth, continuing connected transactions accounted for 15.4%;
- Adhere to the service concept of no satisfaction, no business, to obtain reasonable profits;
- It was rated as ESG-BBB by MSCI for the first time and assumed long-term social development responsibility.

# Business Review 02

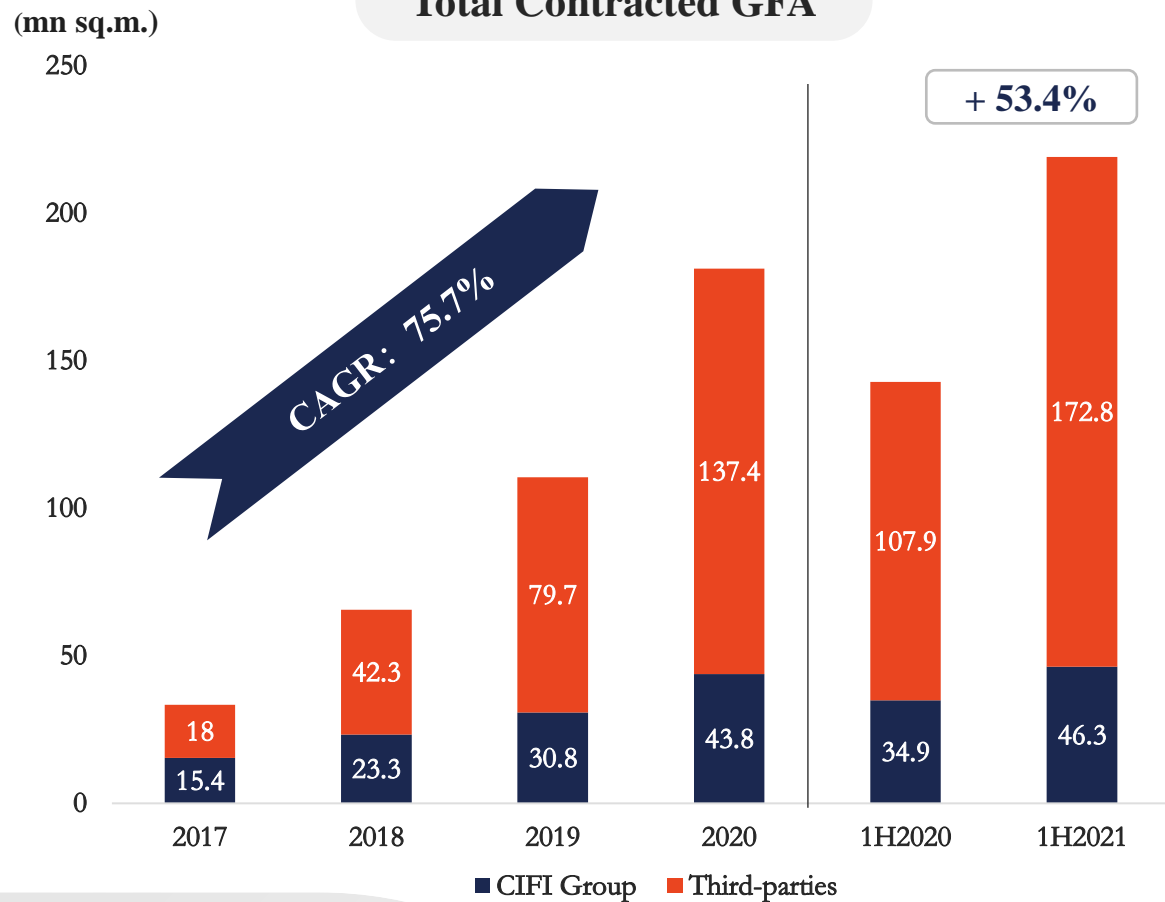
Established strategic expansion in 10 key regions,  
breakthrough 114 cities in management

Contracted GFA of <b>219.1</b> mn sq.m.	.....	Up <b>53.4%</b> yoy
GFA under management of <b>130.0</b> mn sq.m	.....	Up <b>68.4%</b> yoy
<b>1265</b> contracted projects	.....	Up <b>60.5%</b> yoy
<b>784</b> projects under management	.....	Up <b>57.7%</b> yoy
Business presence extended to <b>114</b> cities	.....	Up <b>35.7%</b> yoy
Serving <b>490,000</b> households	.....	Up <b>44.5%</b> yoy

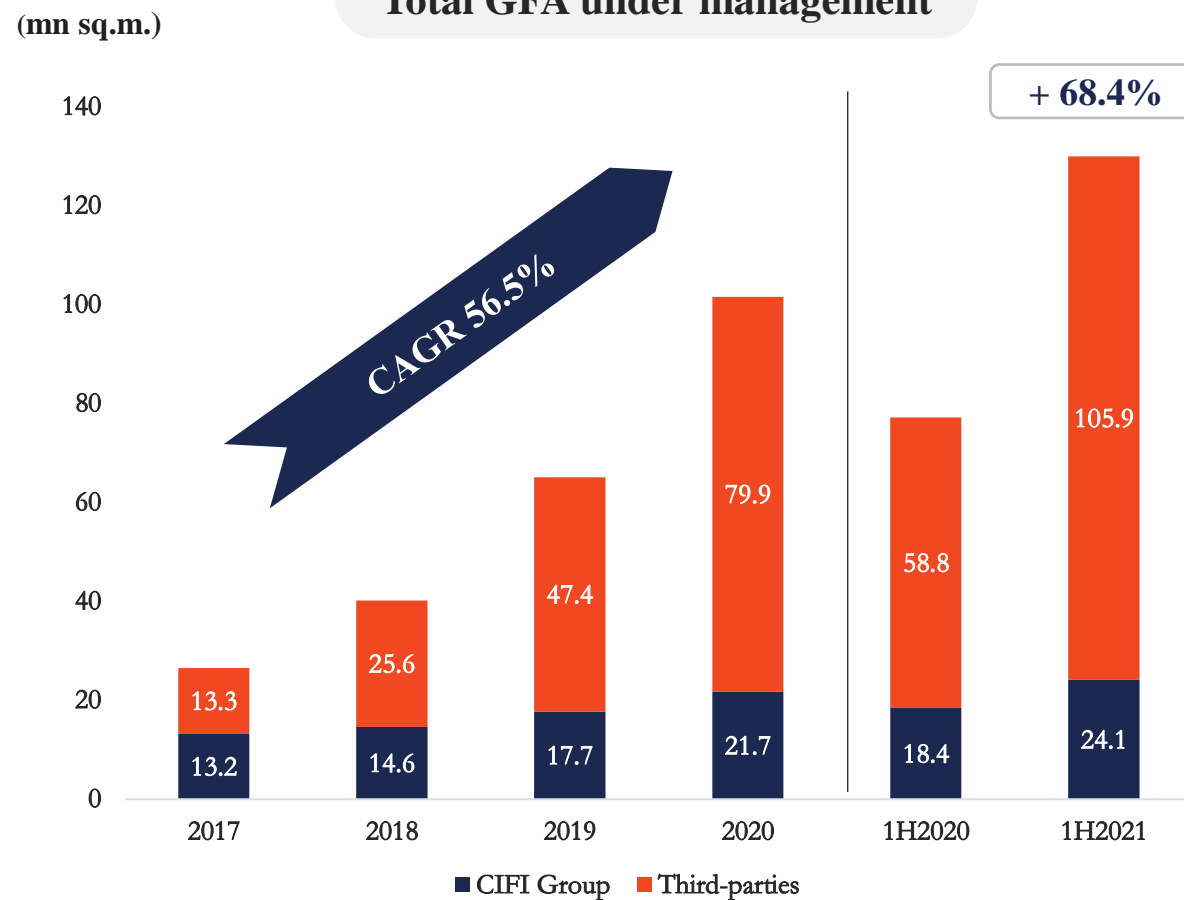




## Total Contracted GFA



## Total GFA under management



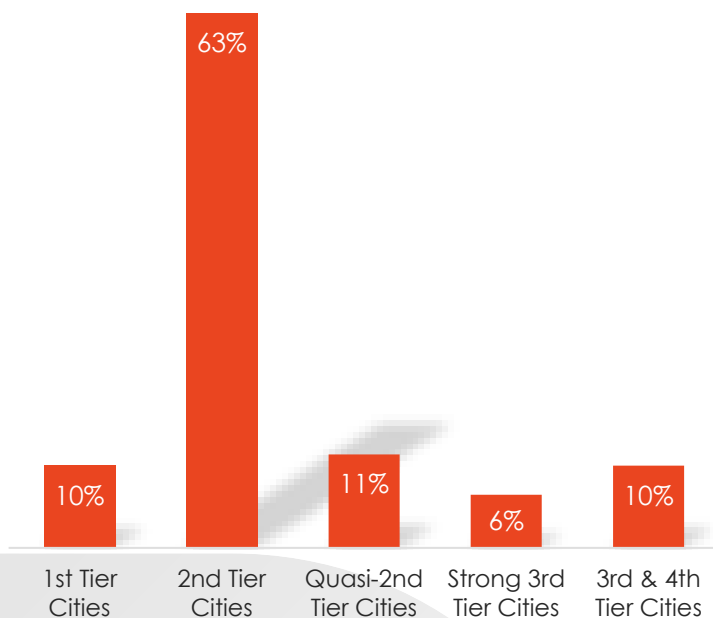
**CIFI Group:** include properties solely developed by CIFI Group and properties that CIFI Group jointly developed with other property developers (CIFI Group held controlling interests in such properties).

**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).

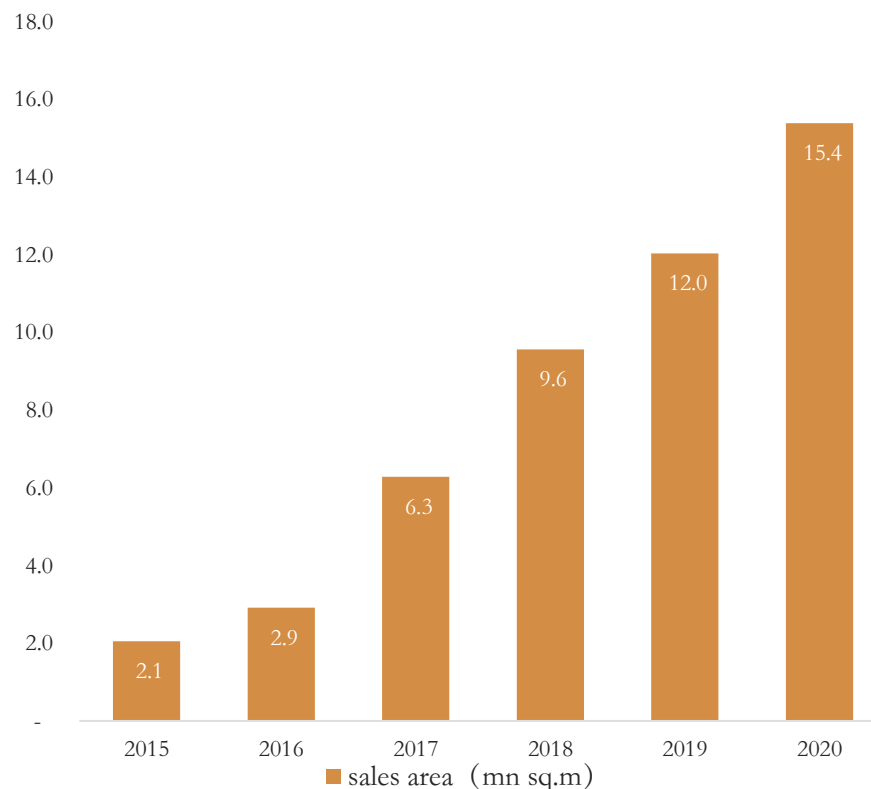
# Parent Firm (CIFI) Aim for Long-term Sustainable Development

- ❑ 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.

Proportion of Saleable Resources (%)



CIFI Sales Area



## Gross Land Reserve

GFA

68.18M sq.m.\*

1<sup>st</sup>, 2<sup>nd</sup> and quasi-2<sup>nd</sup> 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

# Parent Firm (CIFI) Aim for Long-term Sustainable Development

- Aim for Long-term Sustainable Development;
- Adhere to being an excellent enterprise.

## Strives to Attain the Best ESG Standards



**ESG Committee**  
to promote sustainable  
development systematically



恒生可持續發展  
企業指數系列

**Hang Seng Corporate  
Sustainability Index**



**Rating upgrade  
as a recognition**



**Anti-corruption  
Award**

### Credit Rating Upgrade

S&P | **BB** Stable  
Moody's | **Ba2** Stable↑  
Fitch | **BB** Stable  
Lianhe Global | **BBB-** Stable↑

**Lianhe Credit Rating**

CCXI  
**AAA Stable**

### Issue Green Bonds

**Two green bonds issued**



### Recent Financing Events

- On March 10, the first 21-year domestic corporate bond was issued, with a maturity of 3+2 years, the amount of 1.448 billion yuan, and the interest rate was 4.40%
- April 23 redemption of \$293 million of 6.875% senior notes
- On May 11, \$350 million 4.45% Green senior Notes were issued with a maturity of 525 years; Offering a seven-year \$150 million 4.80% green senior note
- Redemption of \$242 million of 7.625% senior notes on June 10

# 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(include JV & Associates) provided 5.14million sq.m. contracted GFA to Ever Sunshine in 21H1;
- High-quality projects, the average property fee from CIFI is more than 3rmb/ m<sup>2</sup>.



DongGuan CIFI Jiangshan Shu– Ever Sunshine will provide service after delivered



LinZhe CIFI Boguan Xincheng– Ever Sunshine will provide service after delivered



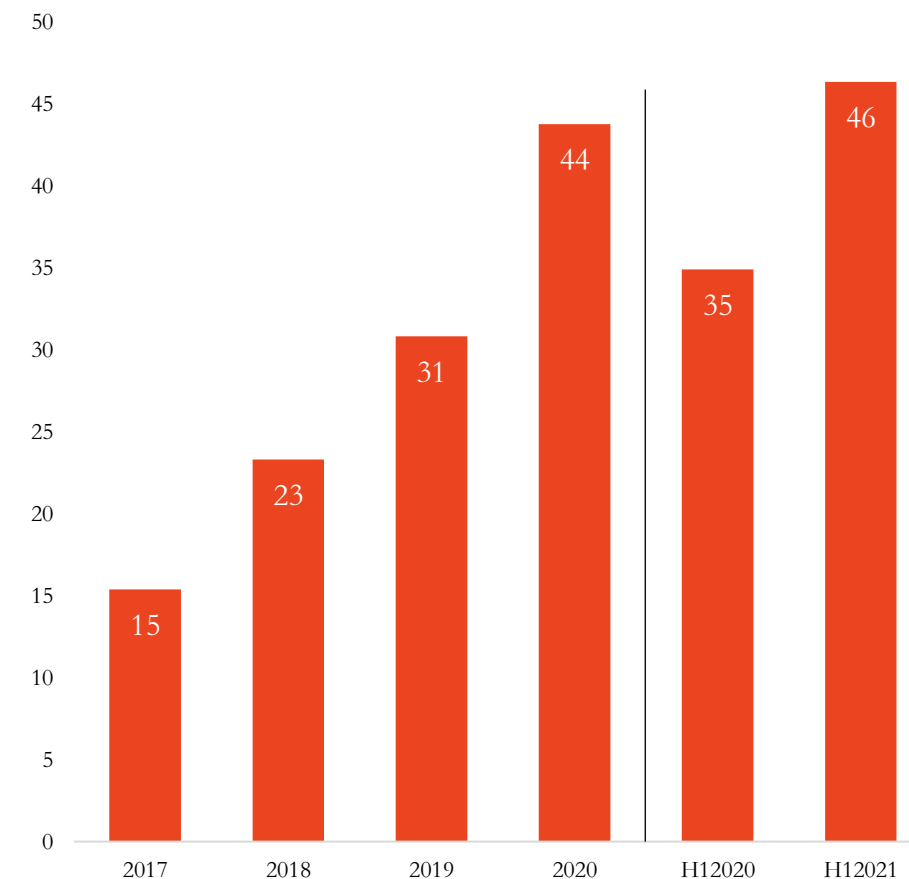
Nanjing CIFI Linglong Cuigu– Ever Sunshine will provide service after delivered



XuChang CIFI Jiangshan Garden– Ever Sunshine will provide service after delivered

## Contracted GFA of CIFI\*

(mn sq.m.)



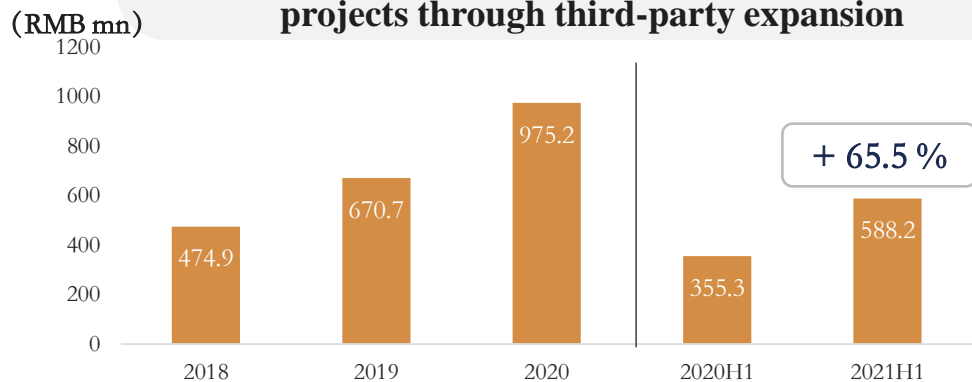
\* GFA of CIFI not included CIFI's associate



# Display core advantage annualized contract value of newly obtained projects through third-party expansion reached RMB 600 million

- Rely on the comprehensive competitive strength such as service quality, brand reputation and multiple channels to win the property bidding contract.

**Total annualized contract value of newly obtained projects through third-party expansion**



Dalian Henglong Plaza



Hunan University of Technology

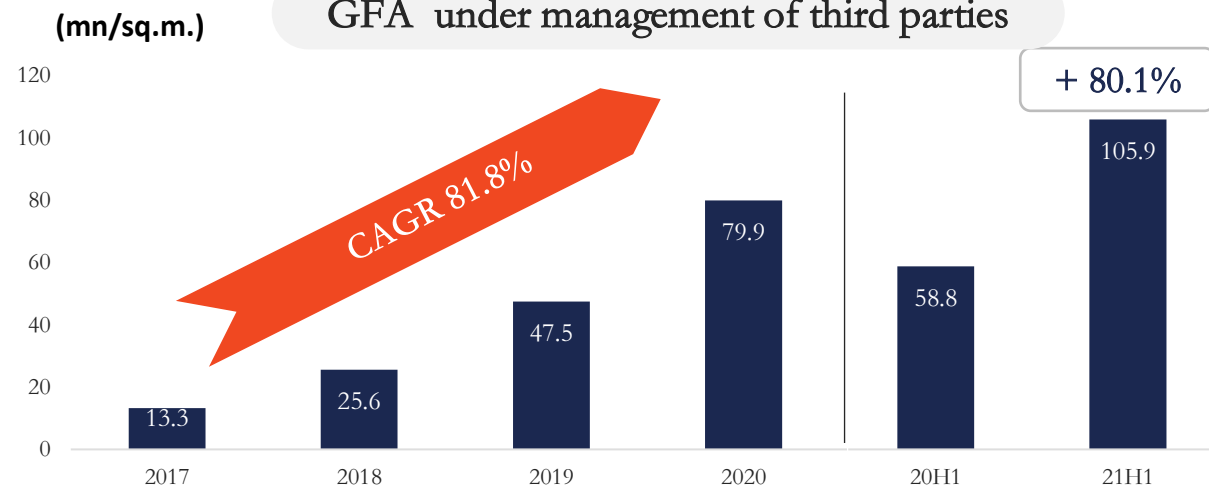


China Telecom Henan headquarters

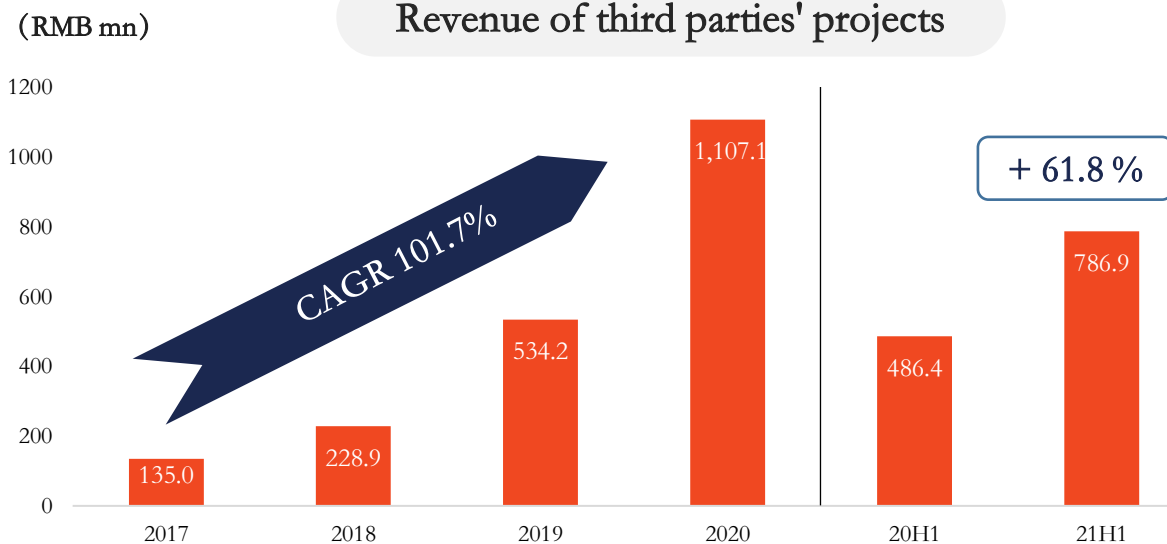


Maintenance of Xiaoqing River in Jinan urban area

**GFA under management of third parties**



**Revenue of third parties' projects**





# Continue evolution, maintain third-party expansion advantage

- ❑ Develop professional service programs for transportation hubs, medical rear-service, school rear-service, etc.
- ❑ Leading technology empower, such as C1 system for 3rd party expansion ;
- ❑ Strengthen team strength and maintain fighting spirit.

**Market team with toughness and wolf instinct**

## Professional service programs



永|升|悦|学

School rear-service



永|升|悦|行

Transportation hubs rear-service



永|升|悦|医

Medical rear-service

## Leading technology empowerment

Accumulation of bidding results



Competitor Archive



City map information pool



## Established strategic partnerships with both JV and Association over 30 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 M&A

- ❑ Acquired 50% entity interests of Huaxi Wukesong
- ❑ Acquired 90.1% entity interest of Shanghai Xingyue property service
- ❑ Acquired 70% entity interest of Shandong Xingjian property service



Huaxi Wukesong



Shanghai Xingyue

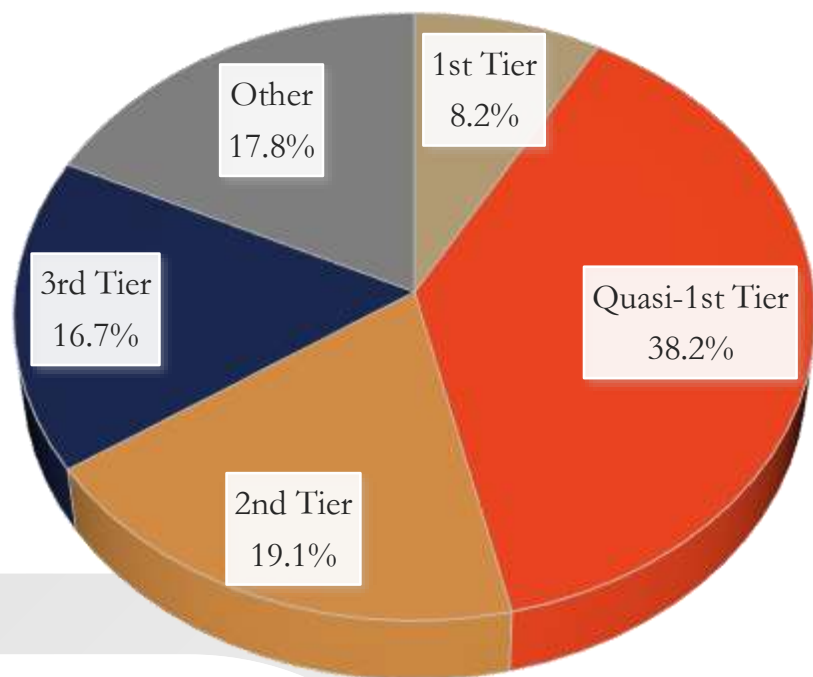


Shandong Xingjian

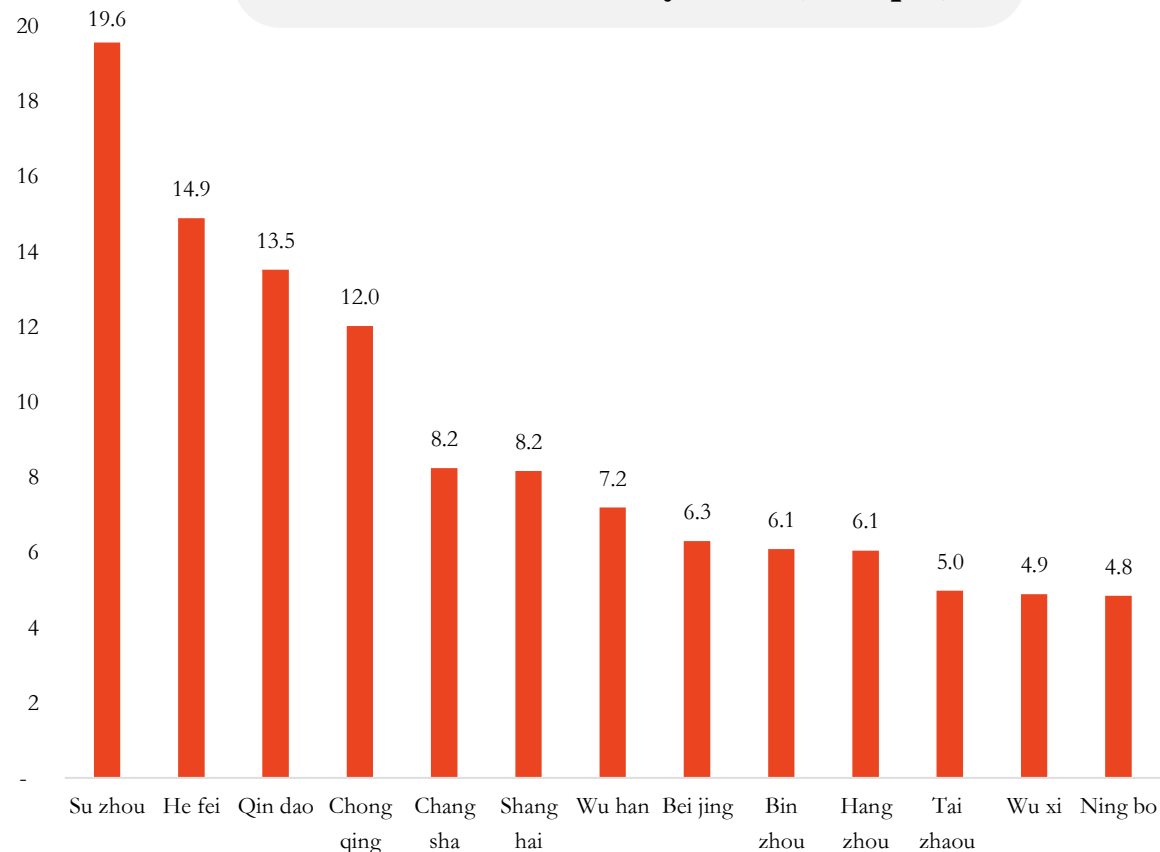
## Optimized geographical coverage

- 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 74% 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.

Contract GFA weighted in 1<sup>st</sup> & 2<sup>nd</sup> Tier cities above 65%



Contracted GFA in Key Cities (mn/sq.m)

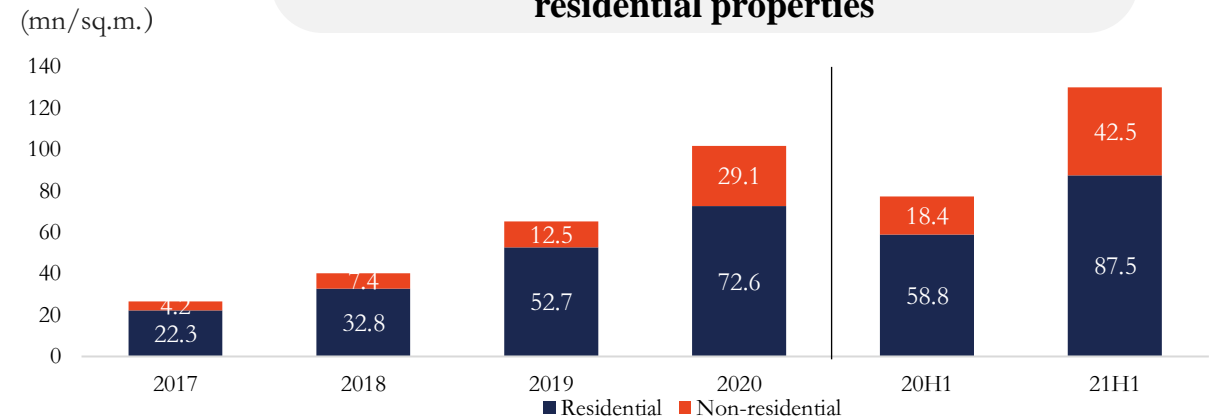


# Full life cycle: building up portfolio of properties under management that cover various types of operations and entering various market segments

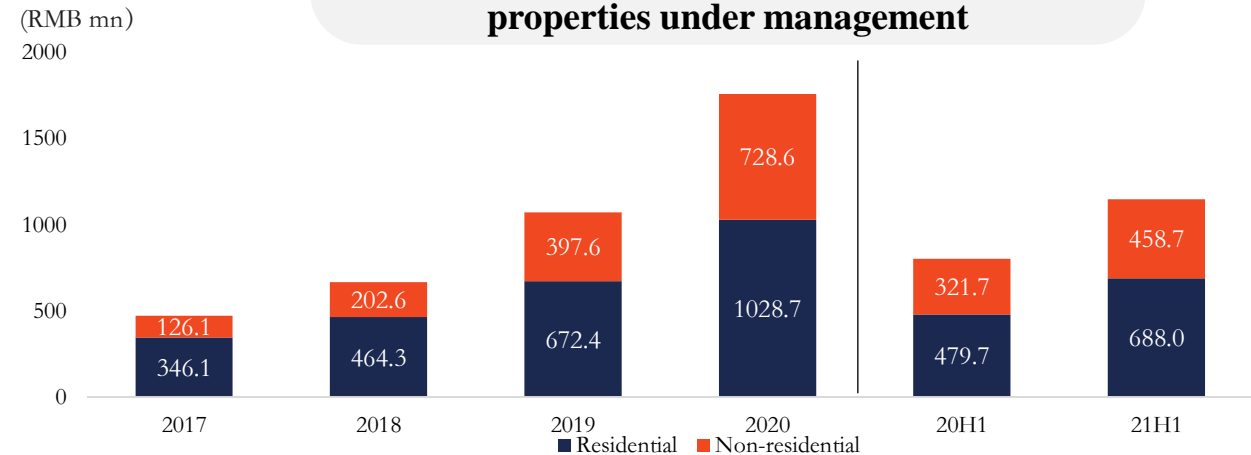
- Acquired various landmark projects and expanded various business channels and market segments
- Achieved a balanced mix of residential and non-residential properties. Non-residential properties accounted for 32.7% of the total GFA under management and accounted for 40.0% of the total revenue



### GFA under management of residential and non-residential properties



### Revenue of residential and non-residential properties under management





# Build high satisfaction community with steward system as the core

- ❑ Build community service system with Steward as the core;
- ❑ Positioning: stand themselves in householders' shoes; Ultimatum: high satisfaction;
- ❑ Steward quality model: attentive, diligent, creative and good helper.



Steward standard manual



Steward training activity



Steward training activity

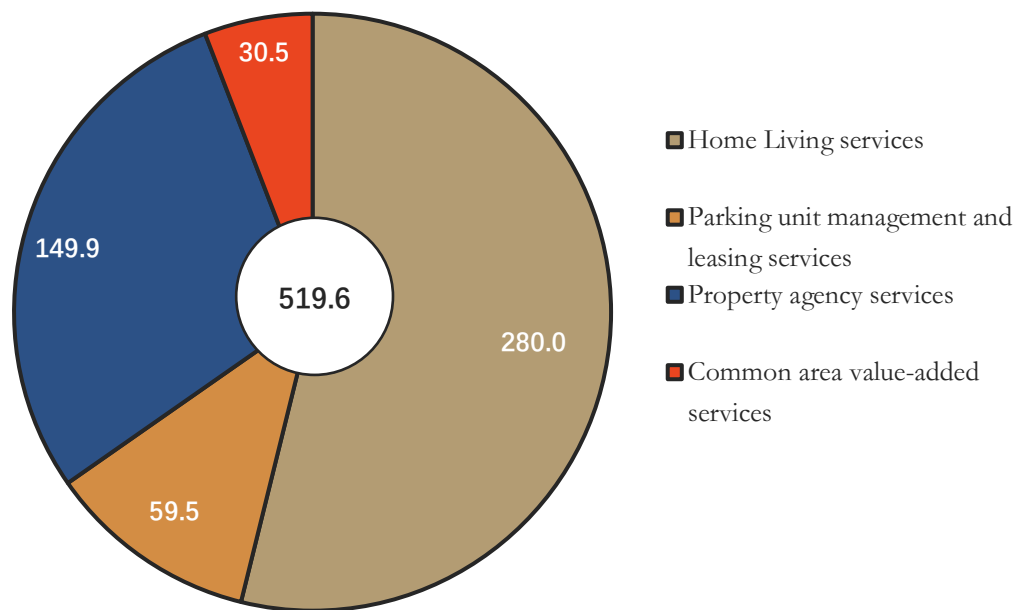


Steward certification

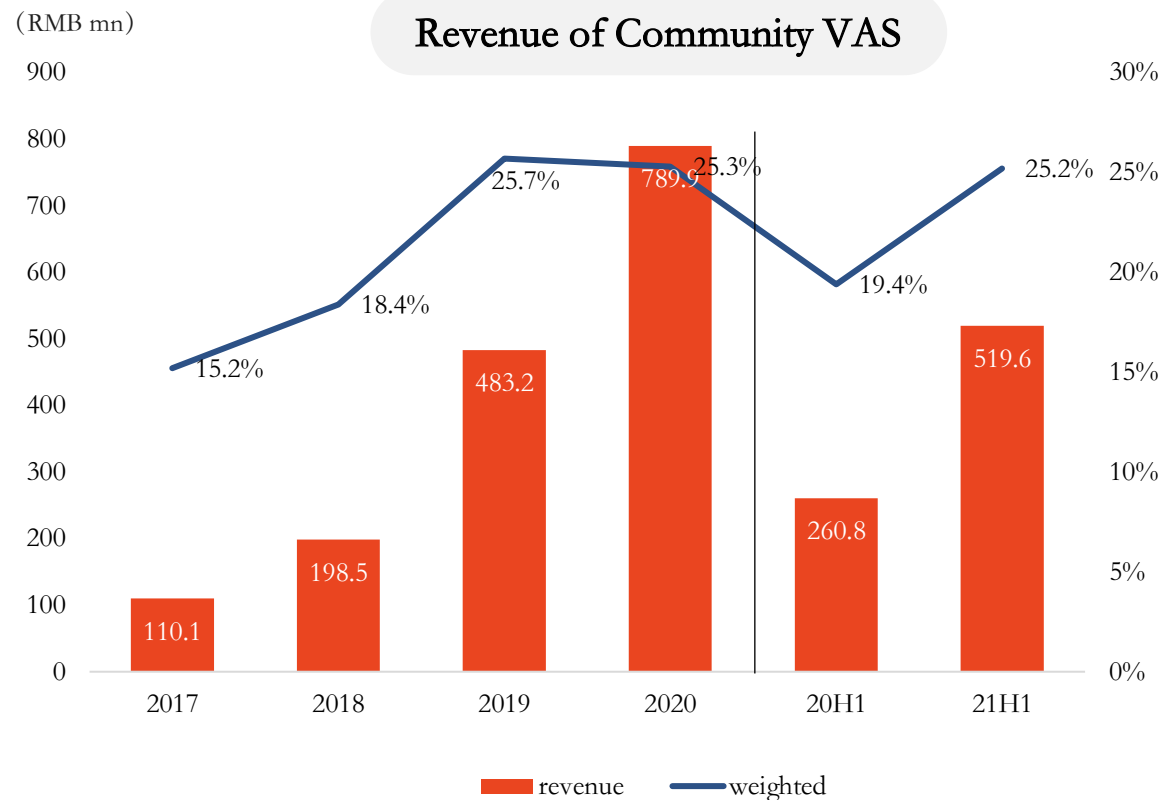
# Build a better life with heart, and the community value-added service revenue increased by 99.6%

- Establish the service positioning of better life, and carry out diversified value-added services;
- Focus on home service product design and research;
- "Self-management" + "joint operation" dual mode, the community service category gradually rich and mature.

### Revenue of Community VAS Breakdown



### Revenue of Community VAS



## Newly established the third BU, Property Agency

- ❑ House repairing BU, revenue in 2021H1 RMB123million , +125.0% yoy;
- ❑ House decoration BU, revenue in 2021H1 RMB169million , +158.5% yoy;
- ❑ Property agency BU, revenue in 2021H1 RMB150million , +148.7% yoy;
- ❑ Engineering BU is on the way, scheduled to be complete in 21H2.



House decoration



Property agency



Home-living services



Home-living services



# Community VAS increased enterprise income as well as staff's

- ❑ Improve the product supply mechanism through BU approach;
- ❑ Establish a transparent Commission mechanism;
- ❑ Let the stewards have full opportunities.



Office maintenance



House air conditioning cleaning



Home-living service



Property agency

- Linjiu Tech. firm finished systematic develop, fully empowered frontline and increased operation efficiency through digitalization.
- Integration of daily operation and accounting, Instrumentalized procedure, Management transparency, Digitalized decision, Smart service system, Ecology-platform.





# Speeding up and Empower via technology



## 天鹅 (能耗管理)

永久云数据报表统计与可视化一体化，数字化管理。

Energy technology system



## 永小乐

志扬式物业服务管理平台，集报修、报事中心、业主交互中心、增值服务中心、数据可视化中心。

### 统一任务中心

实现员工日常工作管理，任务清晰便捷，综合管理，提高管理及员工执行力，提升工作效率。

### 业主交互中心

实现业主与物业的实时在线沟通，提升业主满意度，提升物业服务品质。

### 增值服务中心

帮助员工进行社会增值服务管理，包含报修、投诉、维修、物业服务等，提升员工收入，提升工作动力。

### 数据分析中心

通过数据，洞察系统，让数据说话，让数据说话，让数据说话，让数据说话。

Terminal Yongxiao Le



## 应收中台

实现从应收到应付的全流程管理，通过系统，提升管理效率，提升收入。通过数据驱动业务的发展。

Charge system



## 战图市拓 市场拓展管理神器

以数字化市场拓展管理神器为依托，从数据战图到市场拓展管理神器，提升市场拓展效率。

通过市场拓展管理神器，实现市场拓展管理，提升市场拓展效率，提升市场拓展效率。

Market expansion system



## 核心场景

### AI视觉

智慧社区AI视觉系统，基于社区品牌识别、安全识别、人脸识别的自动化运营，利用物联网技术实现社区管理，通过人工智能实现社区管理，提升社区管理效率。

Smart community



## HR

### HR共享平台

实现HR共享平台，提升HR管理效率，提升HR管理效率。

### 01 HR共享平台

实现HR共享平台，提升HR管理效率，提升HR管理效率。

### 02 薪酬系统

实现薪酬系统，提升薪酬管理效率，提升薪酬管理效率。

### 03 招聘系统

实现招聘系统，提升招聘管理效率，提升招聘管理效率。

HR service system

# Empower front-line employees and promote organizational growth

- ❑ Organization promotion plan for senior, middle and junior staff;
- ❑ The third round of equity incentive plan to cover more strivers;
- ❑ Optimize the "bigger and stronger" oriented incentive system.



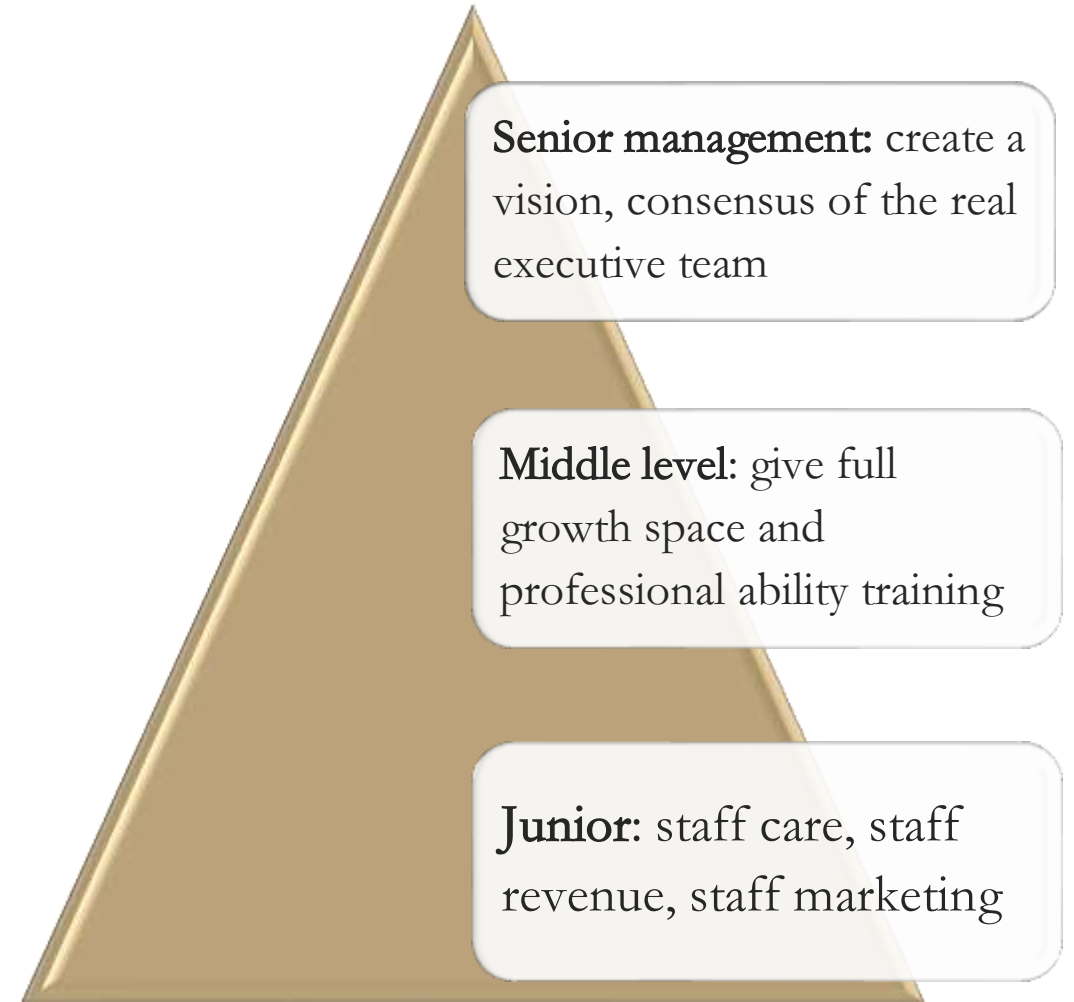
**Activation of the organization:** new BU organization building, digital organization management, the third round of equity incentive



**Talent activation:** external introduction, internal promotion, empower cadres, build echelon



**Activation line:** quality improvement, butler academy, staff income increase





- ❑ Strengthen the front-line service capability, reshape service mode, and integrate the intersection service points with the owner;
- ❑ Sufficient growth space for employees;
- ❑ Campus Recruitment expected to breach 500 students in 2021.



2021 school recruitment training activity



Increase of satisfaction training



New employee training activity



Steward training activity

## Strengthen cultural identity and enhance employee

- ❑ Opened CEO's live broadcast room, gather staffs' consensus, drive business grow;
- ❑ Employee BBS forum, build an open, transparent and equal cultural mechanism;
- ❑ Express employee care in various forms and improve employee recognition.



CEO's live broadcast room



BBS forum



Employees activity



# ESG-BBB rating, continuing to demonstrate corporate responsibility

- It was rated as ESG-BBB by MSCI for the first time and assumed long-term social development responsibility;
- Strategy is determined, adhere to healthy, long-term, sustainable development.

## Ever Sunshine Lifestyle Services Group Ltd (1995)

Commercial Services & Supplies | CN

COVID-19 pandemic may increase exposure to risks linked to employee health and safety

### Score attribution by key issue

The chart highlights the company's positioning relative to the industry average for each key issue that contributed to its ESG Rating as of April 22, 2021.



Last ESG Rating action



### ESG Rating history



ESG Rating history shows the most recent rating actions

### ESG Rating distribution

Universal MSCI ACWI Index constituents, Commercial Services & Supplies, n=27



Key scores

CIFI ES - SERVICE 旭辉永升服务

# 长期主义的“绿色基因”

## 2020 旭辉永升服务 ESG报告

长期主义是旭辉永升服务 精益发展的践行理念

## 可持续发展策略 3

### 建立系统、规范的ESG管理架构

- 董事会**：由董事会成员组成
- ESG管理委员会**：由行政总裁统筹并由总部各职能部门负责人组成
- ESG管理执行组**：由总部相关职能部门、区域公司其他经营单位执行人员组成

### 打造公开、透明的持份者沟通模式

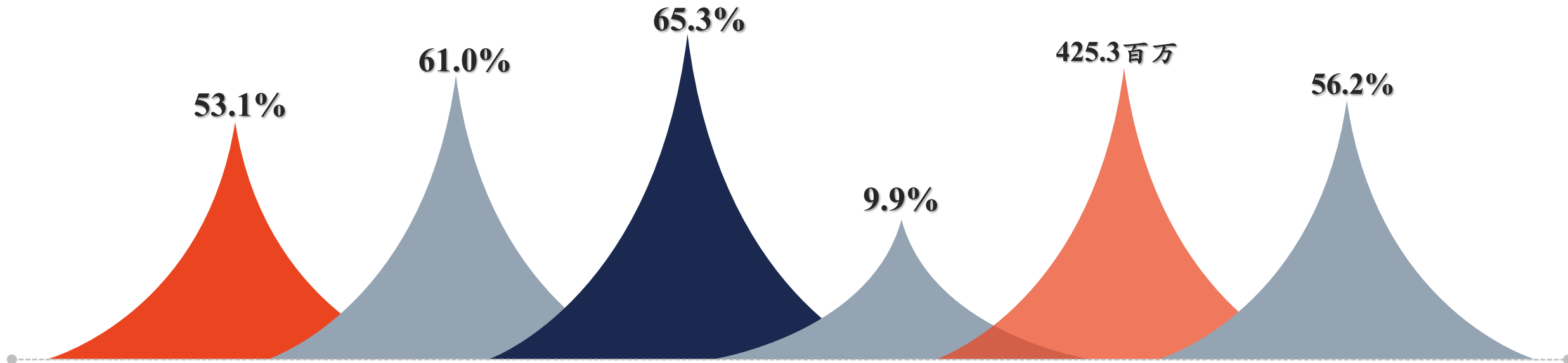
股东/投资者	政府
供应商及合作伙伴	社区或非政府团体
客户	员工

### 开展科学、合理的实质性议题分析



# 03

## Financial Highlights



➤ Huge increase in **Revenue**, reached **RMB2058.6 Million**

➤ Huge increase in **Profit** reached **RMB 322.0 Million**

➤ Huge increase in **Profit** attributable to owners of the **Company**, reached **RMB 283.0 Million**

➤ The **percentage of SG&A expenses** drop **1.9 pct yoy**

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

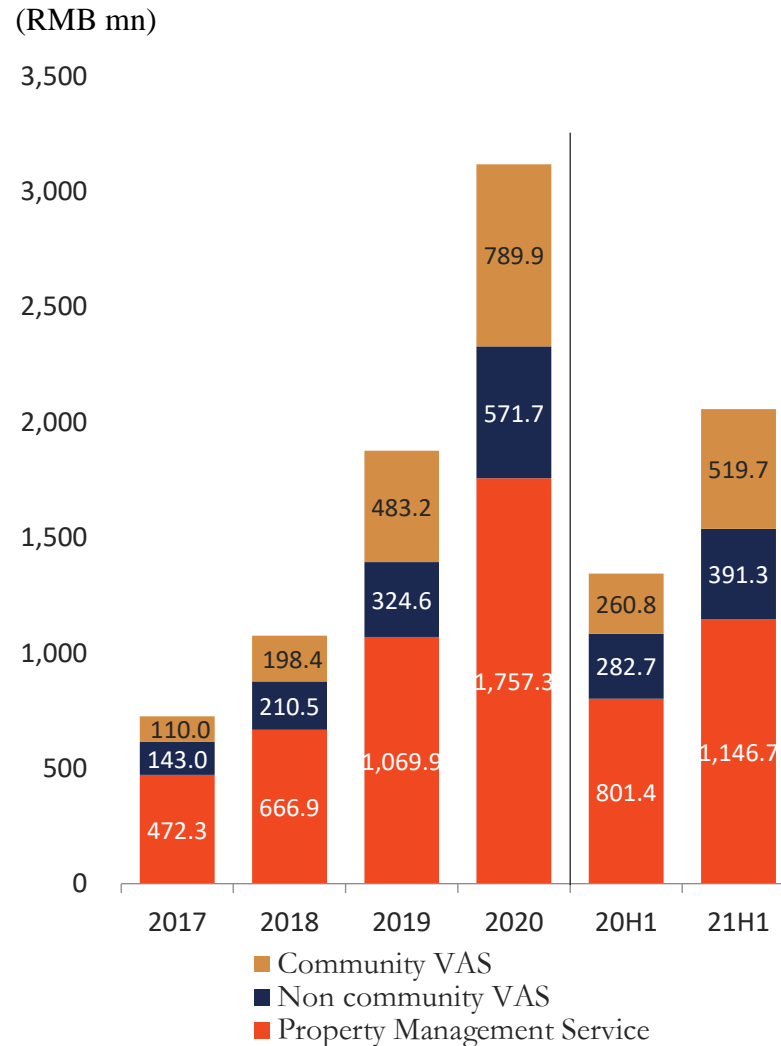
➤ Two types of **VAS** accounted for **56.2%** of total gross profit, **community VAS** occupies **39.3%**

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

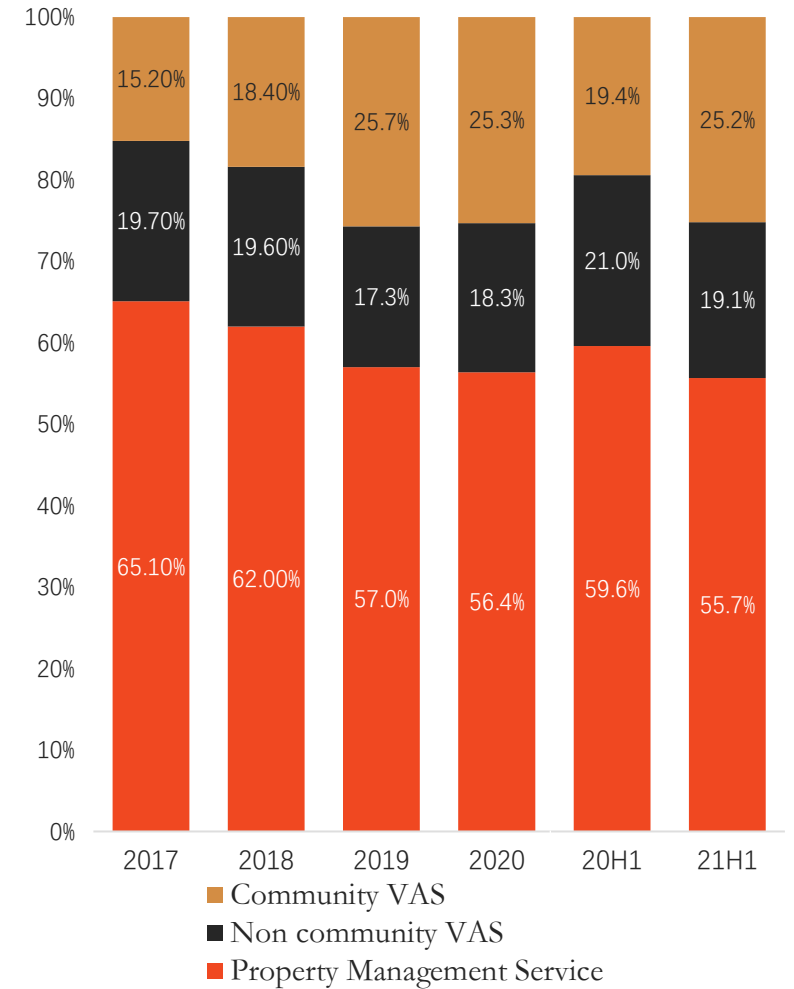
## Revenue



## Revenue (by Business Lines)

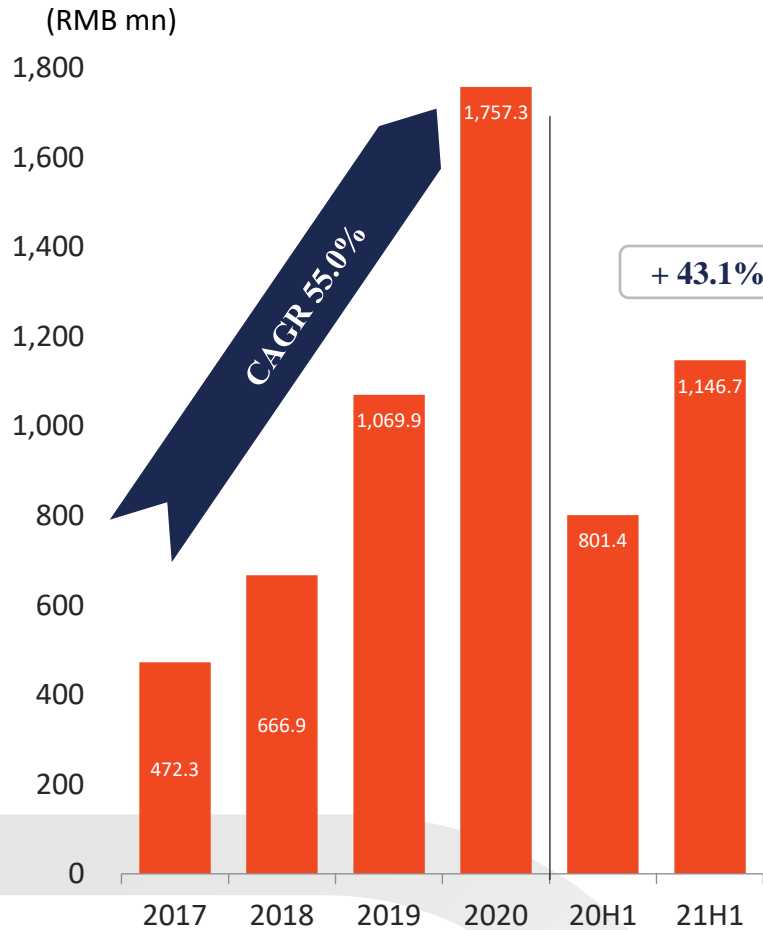


## Portion of Revenue (%)

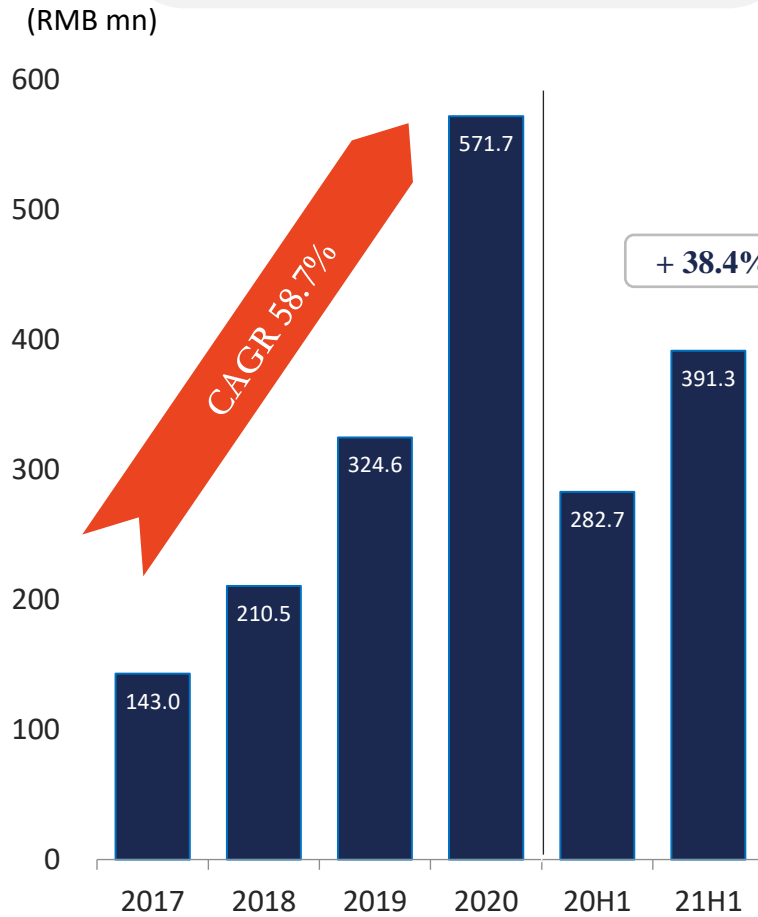


# All three business lines had a huge growth due to business expansion

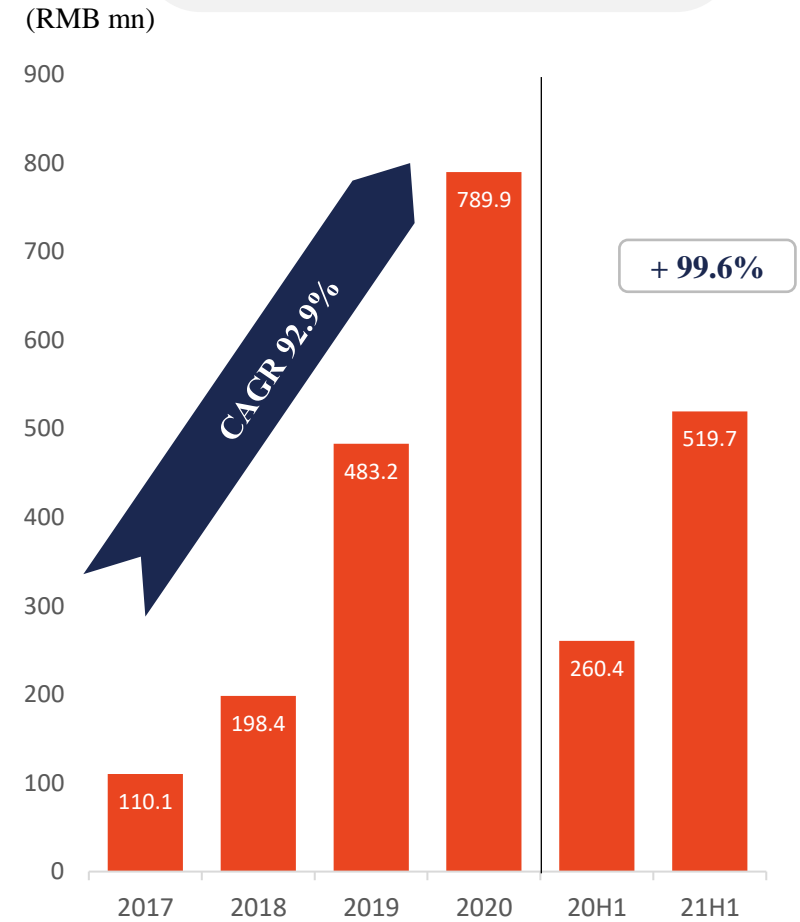
## Revenue of Property Management Services



## Revenue of Value-added services to non-property owners



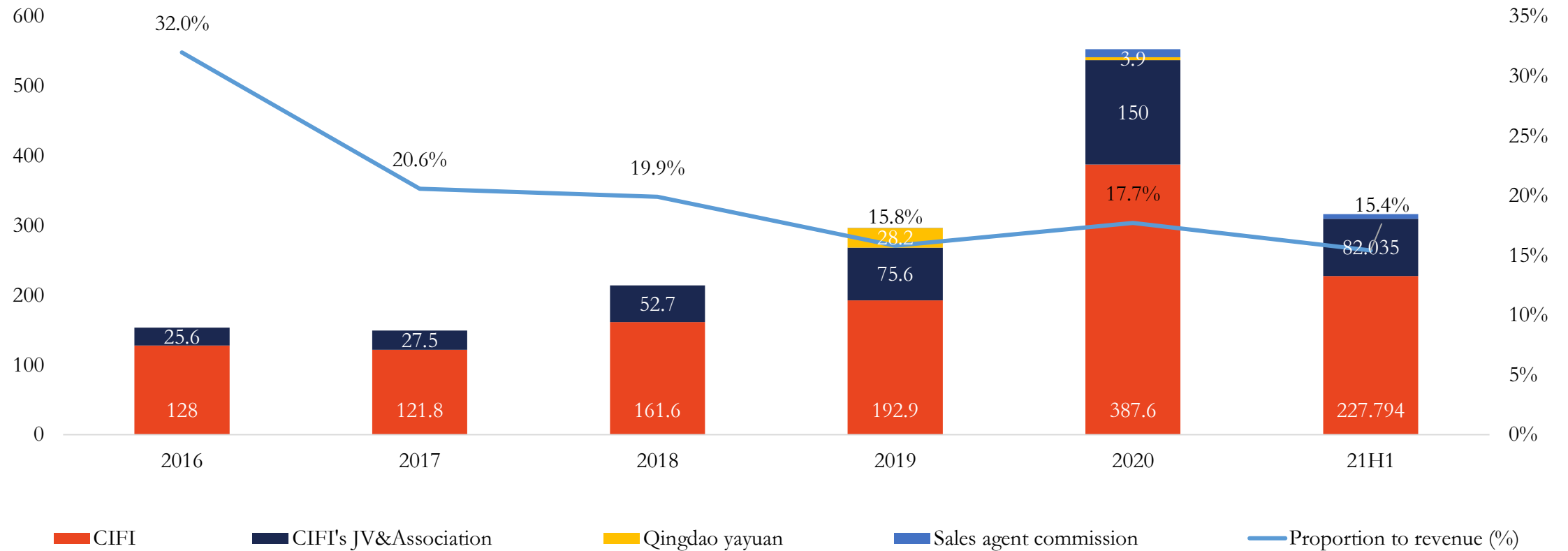
## Revenue of Community value-added services





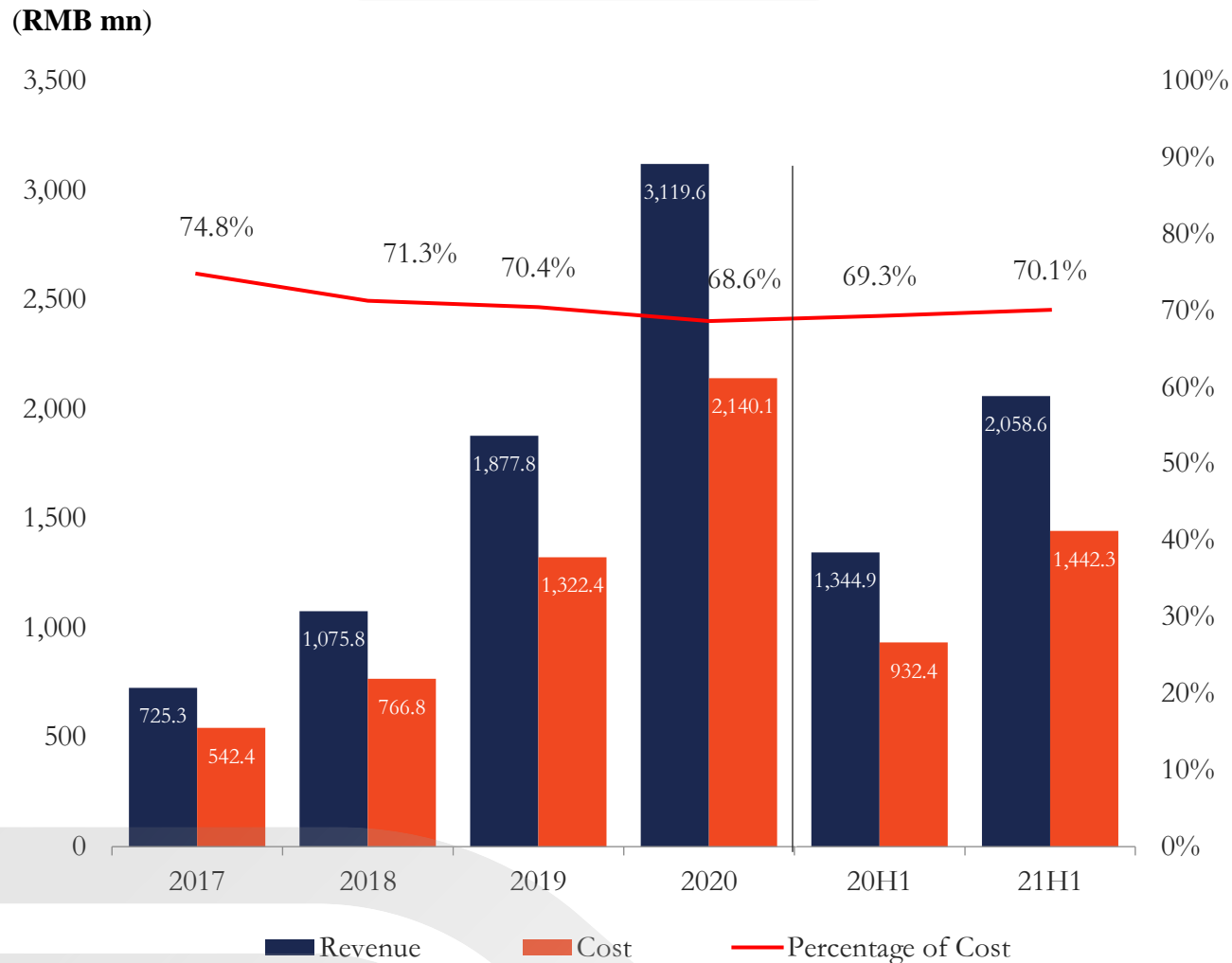
# Comparison of the amount of Connected transactions, cooperate with the parent company but not counted on that

## Connected transaction (RMB mn)



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

## Cost of Sales (%)

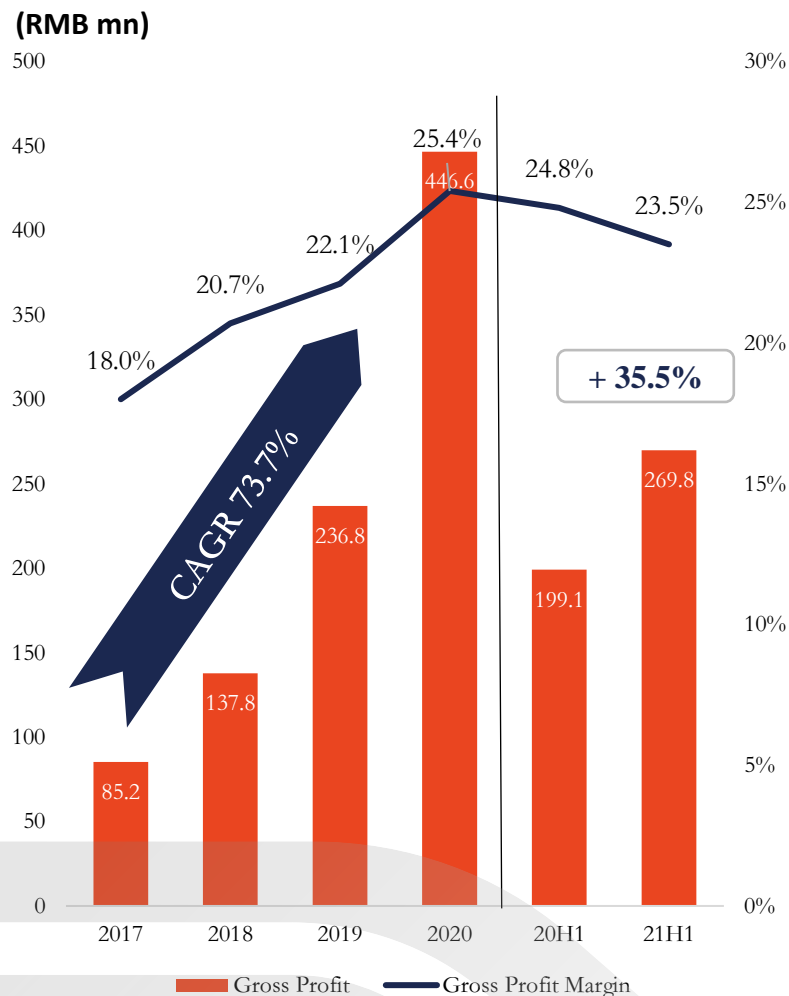


## Gross profit and Margin

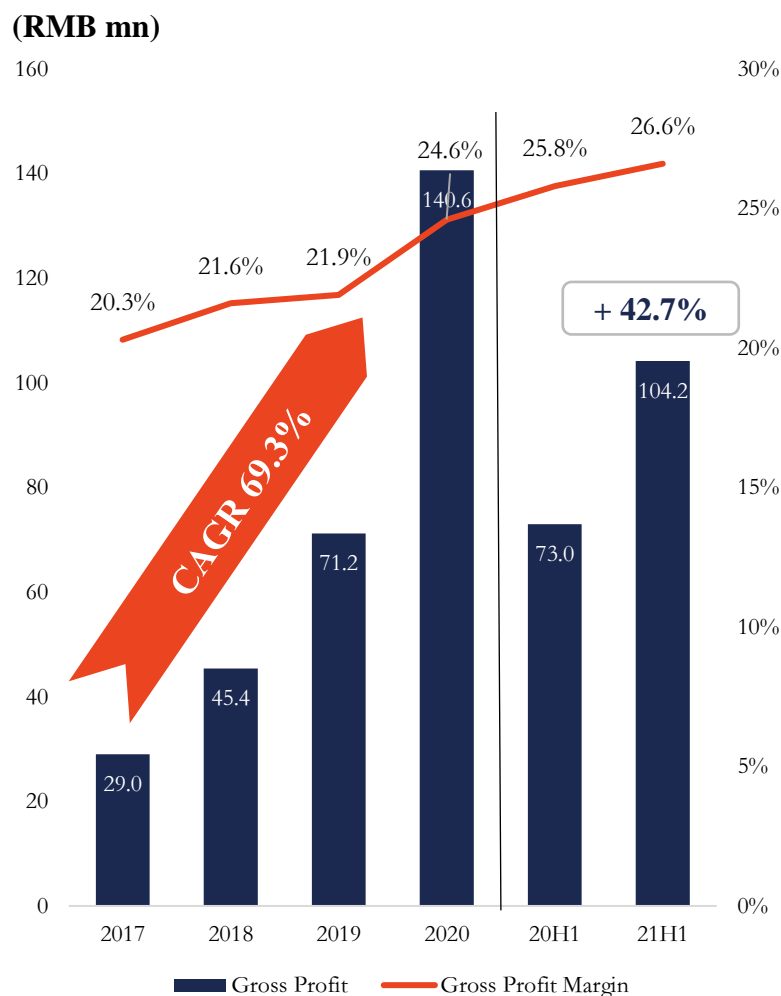


# Continuously Growth in Gross Profit and Gross Profit Margin

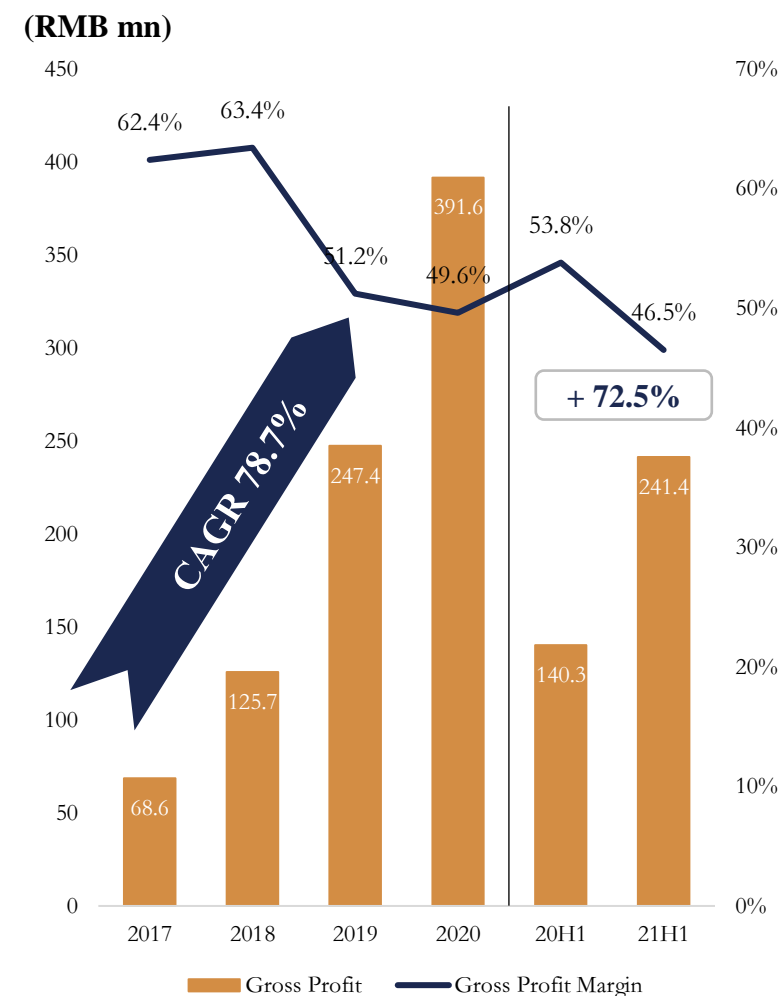
## Property Management Services



## Non-property owner value-added services

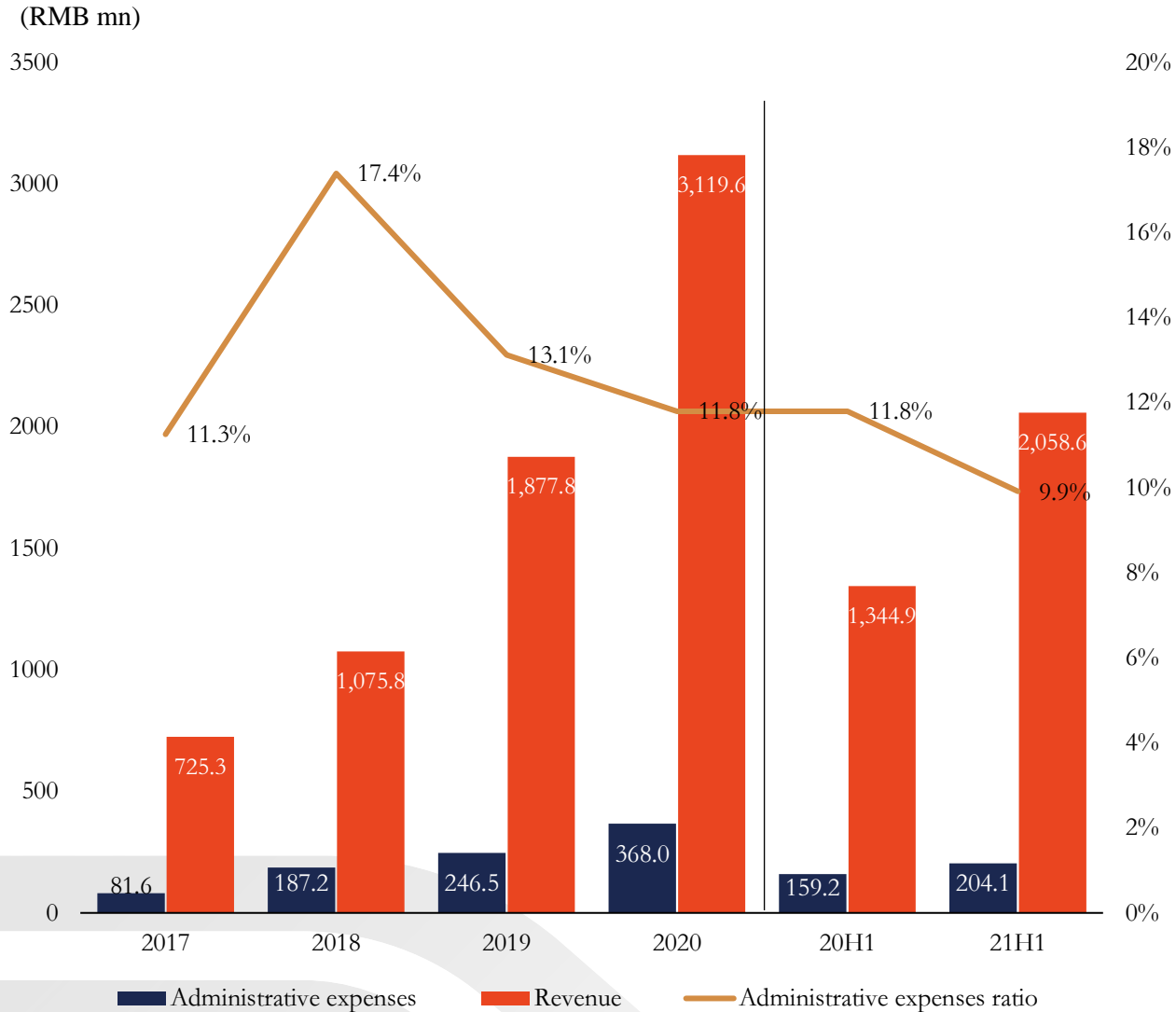


## Community value-added services

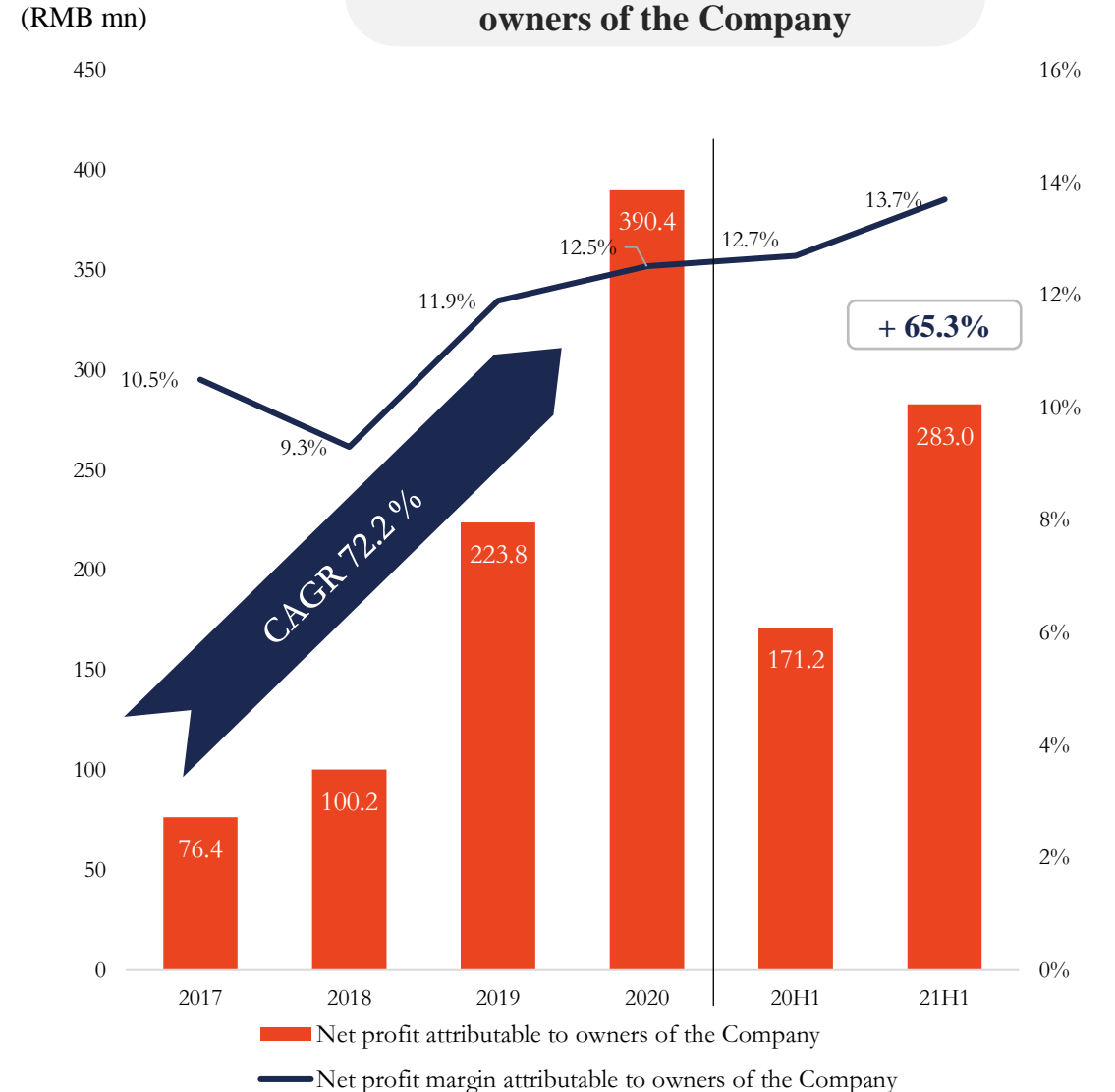


# Improvement in management efficiency, SG&A costs ratio drops and helps to generate more profit

### SG&A expenses & ratio



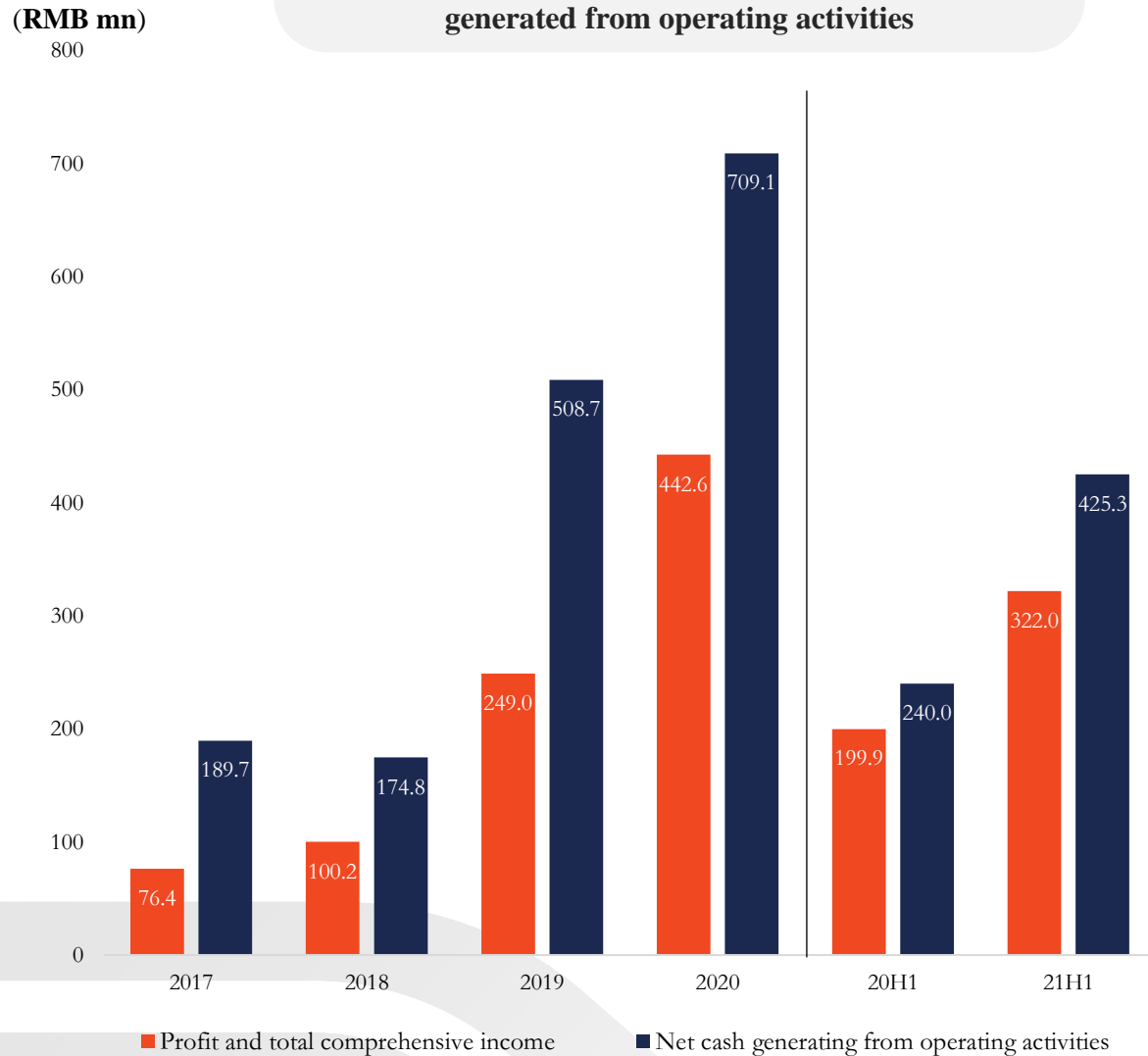
### Net profit & margin attributable to owners of the Company



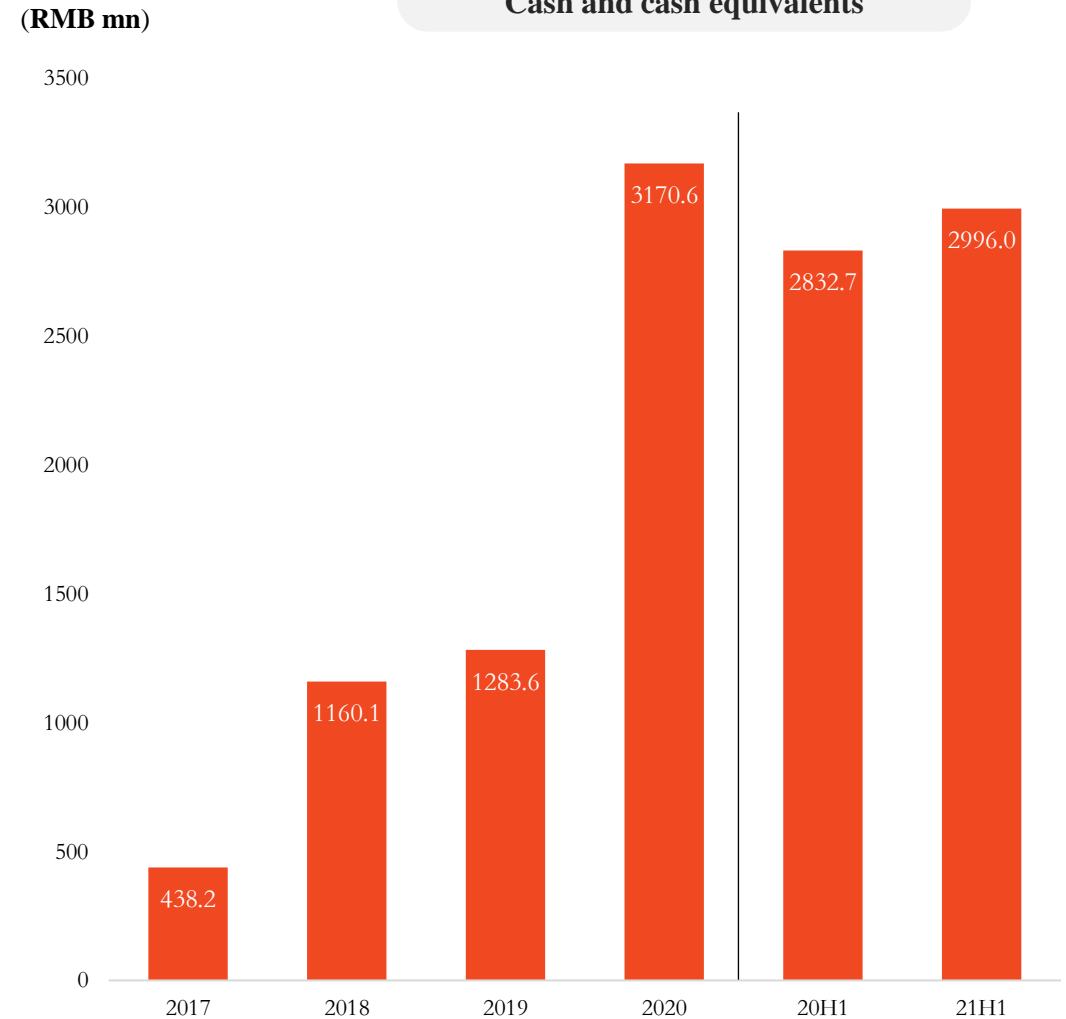


# Net cash generating from operating activities far more beyond net profit, Abundant cash in hand

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

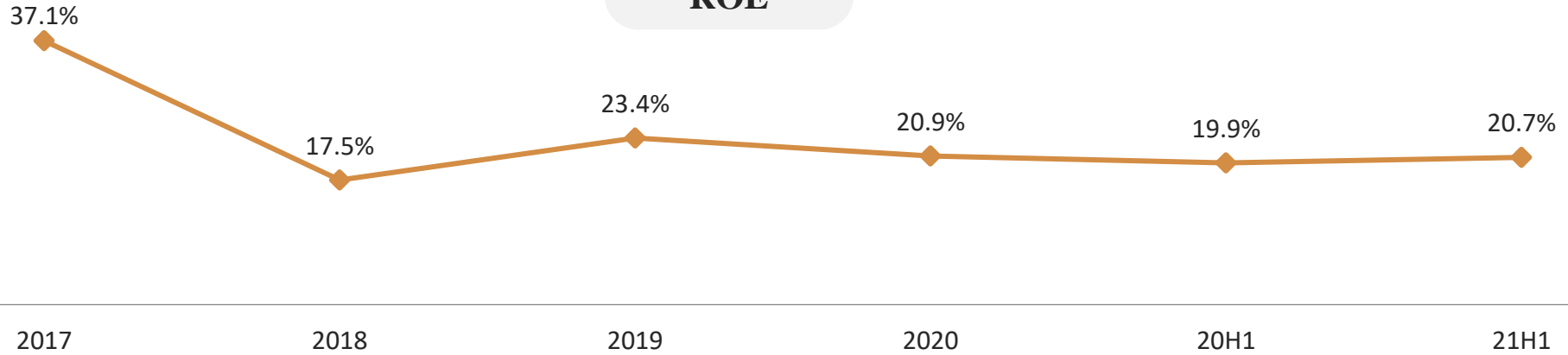


Cash and cash equivalents



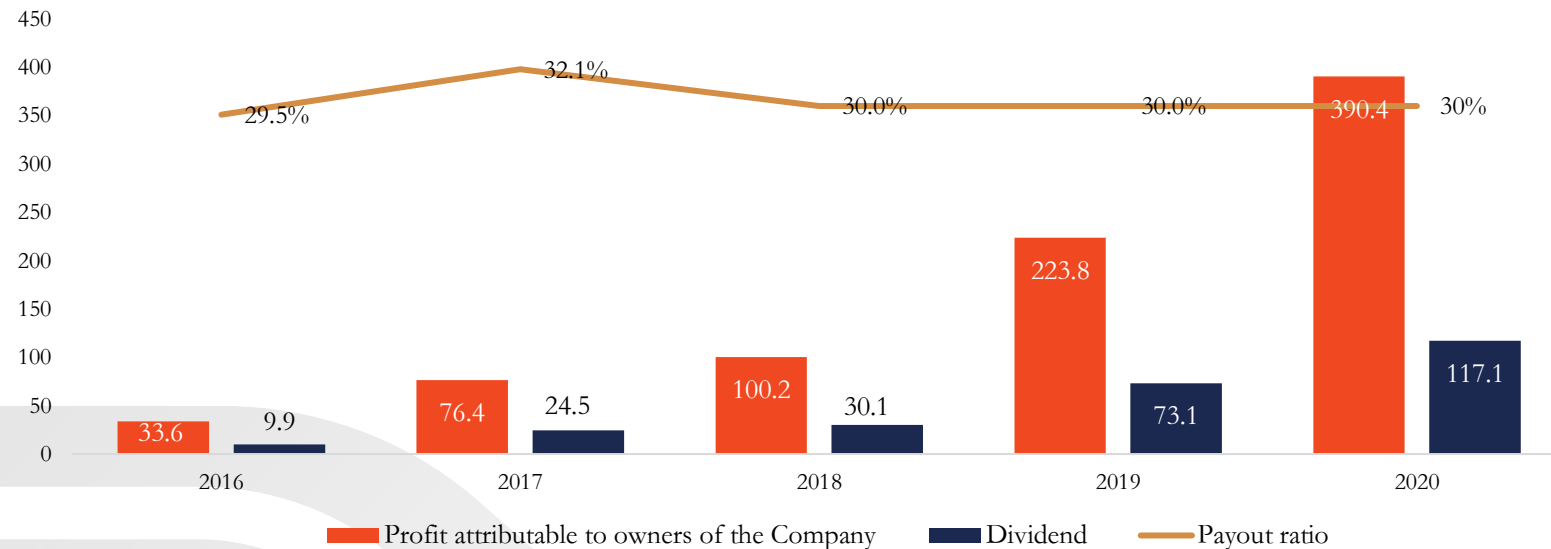
# ROE remains high with good record of dividend payout

## ROE



## Dividend Payout Record

(RMB mn)



- 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%

**Outlook**

**04**

- ✓ In 2025, the scale of property management will exceed 50 billion Sq.m, and the industry value would be 2 trillion
- ✓ positive Policy towards property + life service, 15 minutes of life service is very imaginative
- ✓ Transformation from extensive operation to refined operation
- ✓ Century Epidemic reconstructs the boundaries of property services, consumers are more willing to pay for health
- ✓ The industry is preliminarily determined, and the best listing window for small and medium-sized properties has passed
- ✓ Back to rationality , the real decisive factor is word-of-mouth and brand.



**First five year plan, have a well-thought-out plan;  
Facing second five year plan, full of confidence**

**Full of confidence, overfulfill 1st five year plan**

**GFA + Profit**

**Development does not lag behind**

**Plan ahead, solid foundation to support 2nd five year**

**Technology + Organization + Talent + Culture + System  
+ Mechanism + BU**

**Comprehensive Leading**

**Ever Sunshine Development  
Objectives**

### Ever Sunshine Strategies

- ✓ **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.**

# CONTACT US

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