#### 旭辉永升服务集团有限公司 CIFI EVER SUNSHINE SERVICES GROUP LIMITED

**问** 旭辉永升服务

股票代码: 01995.HK

# **GROW TOWARDS SUNLIGHT**

### **2022 INTERIM RESULTS ANNOUNCEMENT**

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# 2022 InterimBusinessFinancialOutlookResultsReviewPerformanceHighlightsImage: Control of the second second



# **2022 Interim Results Highlights**



# **Results Highlights in 2022 Interim**





#### Parent firm (CIFI Holdings) Sustainable Development

- Aggregate contracted sales cash inflow exceeding RMB74 billion from January to June 2022;
- ➢ Group maintained stable gross profit margin, and expect to recorded positive net cash from operating activities;
- ≻CIFI "real estate plus" business gradually mature: CIFI
  - Construction Management acquired 35 projects.

# Insist with effective expansion, 3<sup>rd</sup> party bidden maintain strong

- ➤ Record increment of GFA contract of CIFI : 2.4mn sq.m.;
- Market expansion: under the negative impact of covid-19, over 20.8 mn sq.m, annualized contract value RMB 571 million bidden;
- The integration of all M&A projects progressed smoothly and all reached the growth expectations.



#### Net profit attributable to owners increased 33.4%

- ≻ Revenue increased by 53.6% to RMB 3,162.9 million;
- Net profit attributable to owners increased by 33.4% to RMB 377.4 million;
- Net cash inflow from operating activities reached RMB134.4 million, recorded positive net cash from operating activities.



# A balanced business structure, a stabled segments gross margin

- Property management services: gross margin 23.5%, +0.8pct. HOH, 54.8% proportion;
- Community value-added services: gross margin 42.6%, -0.9pct.
  - HOH, 28.6% proportion;
- >Non-property owner value-added services gross margin 22.5%
- +6.3pcts. HOH, 15.0% proportion.

# **Results Highlights in 2022 Interim**





#### **Active service + Comprehensive employment**

Housekeeper as center, analysis complains, active service, improve the quality of service;

258 projects used comprehensive employment system, fine operation, efficiency improved.



#### Improve efficiency, be the most tenacity team

> Optimize organization and improve efficiency simulatively;

- Aim to build a strong team, 300 graduates start orientation week;
- SG&A expense drop 1.5 pct. Yoy.

#### Lay a solid foundation for Ecosystem Improve digital operations

- > Optimize the development strategy of ecosystem, stable as
  - the second largest source of profits;
- Digital operation level continues to improve, a number of
  - business processes online, fully realize the integration of

business and accounting.



# Social responsibility, outstanding performance in combat the epidemic

- Support owners living under epidemic;
- > Organized 8 volunteers support Shanghai mobile cabin hospital;
- Award 39 stuffs and 104 teams for good perform in combat Covid-19.



# **Business Review**



## 1. CIFI Holdings: Stable operation, demonstration private real estate firm P 旭辉永升服务

- Aggregate contracted sales cash inflow exceeding RMB74 billion from January to June 2022; Group maintained stable gross profit margin, and expect to recorded positive net cash from operating activities;
- The urban layout in high-tier cities, with approximately 84% of saleable resources located in 1st ,2nd and quasi-2nd tier cities;
- The very firt "Transparent factory", 40,000 houses were delivered as promised in first half of the year.



# **1. CIFI Holdings:** positive net cash from operating activities, financed over **4.6** billion yuan



#### • Positive net cash from operating activities;

• Financing capacity of private enterprises leading, mainstream banks to total continuous support.

Offshore USD bonds

Jan 2022, company issued GREEN Bonds at the beg of this year.

Amount:150 million USDInterest rate:4.45%Period:4.5yrs

#### Offshore Convertible Bonds

April 2022, company issued convertible bonds

Amount: 2545 million HKD Interest rate: 6.95%

#### Onshore medium-term note

Onshore inter-bank on hand credit line first time 500million The first medium-term note issued at Mar.

Amount:**1billion RMB**Interest rate:4.75%Period:2+2yrs

#### Onshore corporate bonds

With the support of the CSRC and the stock exchange, the company successfully issued corporate bonds and created credit protection tools for the first time at June

> Amount : **500million RMB** Interest rate : 5.5% Period : 2+2yrs

#### Credit lines

On hand credit line increased compares with FY2021

On hand credit line >200 billion

### 1. CIFI Holdings: Dynamic ecology, help future growth

- CIFI Construction Management acquired 35 projects;
- CIFI real estate + business gradually mature, Agent construction and other businesses continue to bring new development opportunities for Ever Sunshine.

**旭**辉永



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- Great shareholder structure: CIFI Holdings + Lin's family + Management team + Public shareholders;
- 2022 from Jan. to Aug., company accumulated share buyback 14 times, directors increase shareholding 5 times, demonstrate development confidence;
- The very first time payout **Interim dividend** with payout ratio 30%.



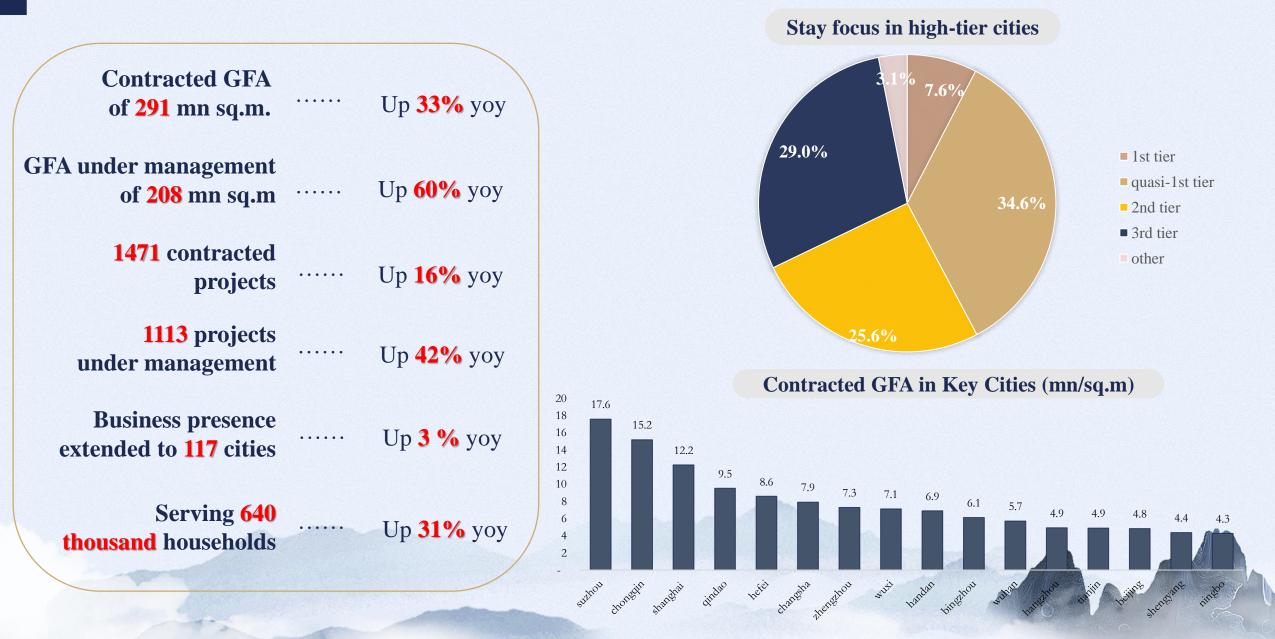
#### **Share buyback+ increase shareholdings**

- 2022 from Jan. to Aug. , company accumulated share buyback 14 times;
- Directors increase shares 5 times.

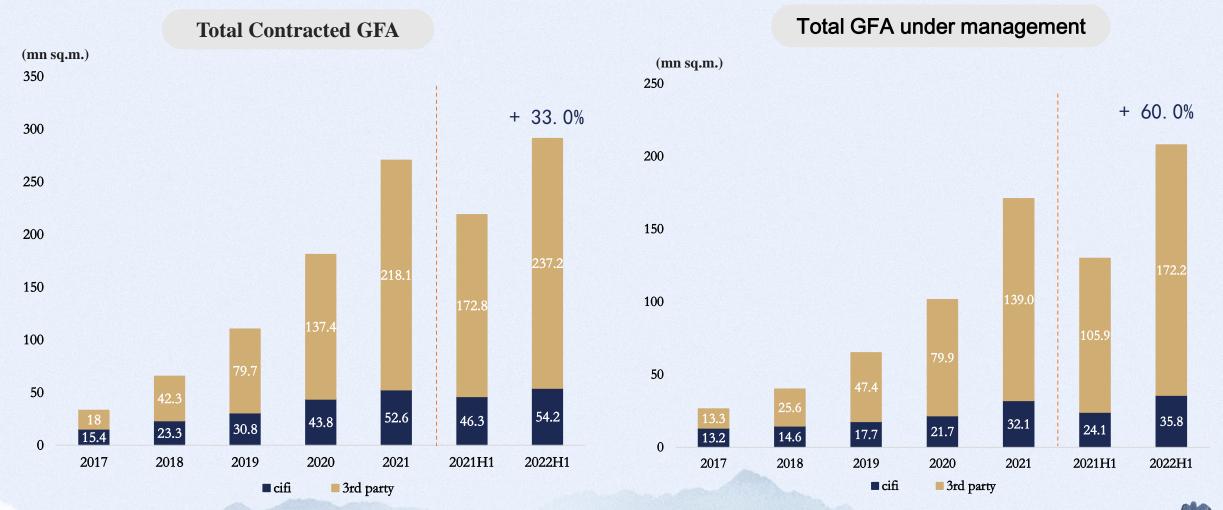
#### **Interim dividend**

- First time payout interim dividend, payout ratio 30% RMB 113 million;
- In past 3 years (not include this time) distributed over 375 million overall.

# 3. effective expansion: focus in 10 key region & 100 cities 他將永升服务



### 



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 developed (CIFI Group did not hold controlling interests in such property projects).

# 3. effective expansion: annualized contract value of newly obtained projects through third- party expansion reached RMB 571 million

- Newly acquired from 3<sup>rd</sup> party bidden over 20million sq.m., annualized contract value reached 571 million yuan, ;
- Despite the impact of a large-scale epidemic, annualized contract value is still basically the same as that of the same period last year;

200

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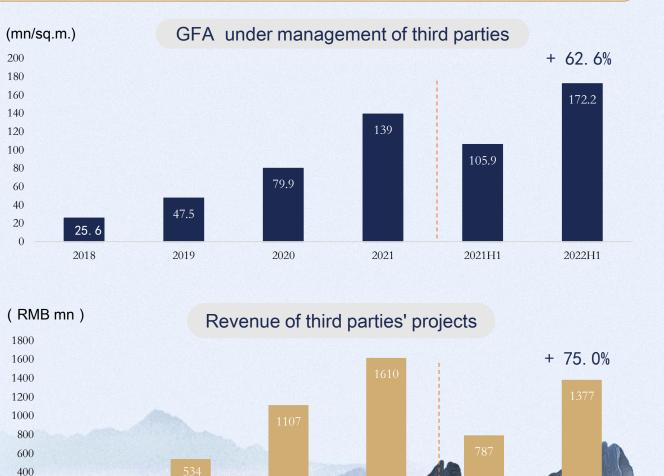
229

2018

2019

2020





2021

2022H1

2021H1

### 3. effective expansion: integration effect post M&A achieved expectation 新聞

Project Name		Туре	<b>Profit Achievement</b>	<b>Exceeding expected integration</b>
Qingdao Yayuan		Commercial	Strong bet revenue & profit	<ul> <li>Improved corporate governance, maintained high team vitality;</li> <li>Collection rate remains high.</li> </ul>
Qingdao Yinshengtai		Residential	Bet revenue & profit	<ul> <li>Highly integrated with ES local team;</li> <li>Complete the system online to improve efficiency.</li> </ul>
Xiangjiang		Public buildings	Strong bet revenue & profit	<ul> <li>Highly integrated with ES local team, improved public construction service capability;</li> <li>Mutual incentive mechanism, linkage bidding;</li> </ul>
Huaxi Xin'an		complex building	Bet revenue & profit	<ul> <li>Benchmarking project enhanced brand reputation, output high-end venue management;</li> <li>Collection rate remains high;</li> </ul>

# 3. effective expansion: integration effect post M&A achieved expectation 新聞

Project Name		Туре	<b>Profit Achievement</b>	Exceeding expected integration
Shandong XinJian		Logistics park	Bet revenue & profit	<ul> <li>Acquired by acquired firm Yinshengtai;</li> <li>Establish incentive mechanism, complete online system;</li> <li>Give full play to the brand advantages of the industrial park to expand</li> </ul>
Meizhong Environment	REIZHONG ENVIRONMENT	City service	Bet revenue & profit	<ul> <li>3<sup>rd</sup> party bidden newly acquired 8 project;</li> <li>Complete the system online to improve efficiency.</li> </ul>
Shanghai Macalline		Home store	Bet revenue & profit	<ul> <li>External development team construction; 1H22, added 4 external expansion projects;</li> <li>New services business explored.</li> </ul>
Zhengzhou Jinyi		Residential	Strong bet revenue & profit	<ul> <li>Highly integrated with ES local team;</li> <li>Complete the system online to improve efficiency.</li> </ul>

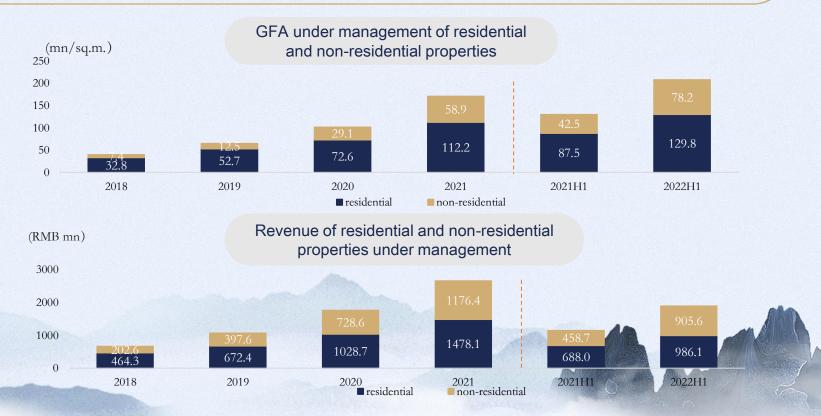
### 4. Consolidate the advantages of diversified property type



#### Build a complete non residential property system:

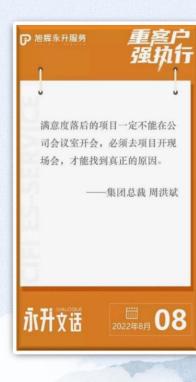
- Commercial office services (commercial, office buildings, industrial parks): improve the commercial value of property;
- Government enterprise services (administrative organs and enterprise logistics): improve customer business efficiency and maintain asset value;
- Public services (schools, hospitals, public venues, etc.): improve the perception of on-site services;
- Urban services (comprehensive pipe gallery, sanitation and greening, river treatment, etc.): improve the people's happiness .





# 5. Active service, fine operation, build customer - oriented high-quality operation system

- Focus on housekeepers, help them to increase ability, optimize tools, support housekeepers provides better services;
- Focus on complaint, analyze, find the true demand, help team optimal management;
- Fine operation, efficiency improved.



#### Comprehensive employment system -improve efficiency

- Projects exploration & analyze;
- One project, one file;
- Implement project scheme;
- Improve the resetting mechanism.





CEO exploration projects

### Fine operation

-improve quality

- Standard operation;
- Strong service system support;
- Supplier management;
- Brand community activities;
- Intellectualized reconstruction.





Home services training



# 6. Comprehensive digital revolution: promote business restructure via technology



#### **Digital platform construction:**

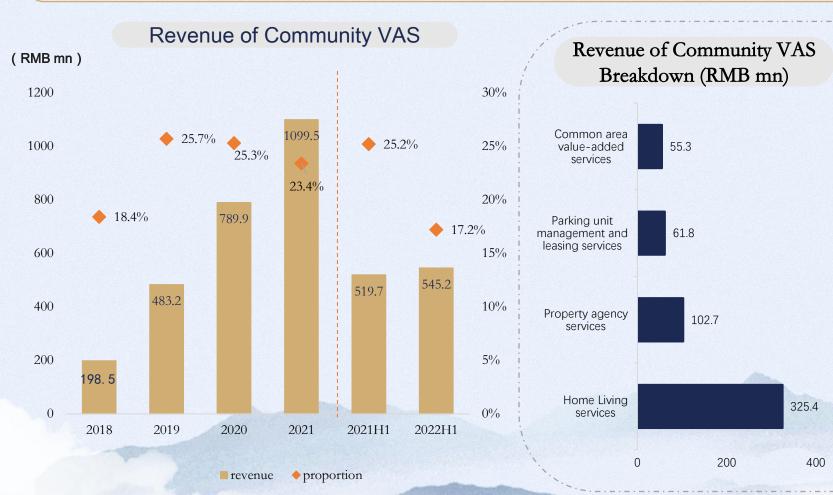
- Realize the online management of the whole process of market expansion;
- The BU business system is fully online, realize the integration of industry and finance;
- Online management meeting and automatic generation of data report;
- empowers Butler to realize ambulatory management;
- The energy consumption platform is fully online to realize the unified billing of customers;
- The pilot implementation of Linjiu unattended software and hardware integration scheme has led the industry in cost efficiency.



# 7. Community value-added services: the company's second profit contributor



- The rapidly expanding area has laid the foundation for the development of community value-added services.;
- Under the platform + ecological strategy, high viscosity and efficient reach jointly improve community value-added services;
- Service productization, ecological product supply capacity is increasingly rich.



#### Value-added services in public areas:

Public area operation, such as elevator advertising, site leasing.

#### Parking space management and rental services :

 The revenue recorded is for temporary parking and parking space rental business.

#### Property agency services :

- With no advertising, no shop low-cost operation mode, to provide owners with full life cycle services of assets;
- Business includes housing rental, housing trusteeship, parking agency sales, etc

#### Home living services :

- The core business BU, send wings to better and wider touch to meet the common needs of owners;
- Main business contents include: Mercure B house repair BU (for owners), home set project BU (community business), et

### 8. Strong team: Per capita efficiency improved, per capita income increased

#### **Encourage resources to be inclined to the** front line staff:

- Salary adjustment covers 1/3 of front-line and 1/4 of platform employees;
- 72% of salary adjustment resources are spent on frontline staff:
- Real-time incentive 3400 employees, frontline staff proportion 94%.

#### The effect of employee income increase is emerging, and the successful experience can be replicated:

- TOP100 increase threshold more than 2000 yuan;
- The proportion of regional first-line revenue increase exceeded 7%;
- Home service became the main driver of revenue growth, contributing more than 53%





**旭辉永** 

13%

11%

9%

9%

9%

21%

其他合计

东南

及时激励

# 8. Strong team: Build consensus, strengthen cultural identity and enhance loyalty

- Link all staff, build consensus, drive business growth;
- Establish fair and high transparency culture mechanism;
- Employee benefit in various way, create high identity.

5/10/15/20 Anniversary >4800 Cifi-Esers 424 staff received long service honors Joined employee Mutual Aid Association

### 300 Graduates Start orientation week

- Youth -



- Loyalty -

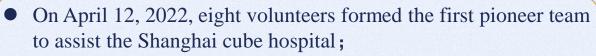


- Warm -





#### 9. Social responsibility, outstanding performance in combat the epidemic ▶ 旭辉永升服务 | 华东区域



On June 2, 2022, we held the anti-epidemic Pioneer Recognition Conference (online), awarding 39 advanced individuals and 104 teams.



#### 加据永升服务 旭辉永升 首批抗疫先锋队名单



住在方舱医院11天,我是患者也是志愿者

#### 上海项目一名"90后"秩序小伙

历了很多,被封在项目一个目

我相信在不久的将来。 早日回归团队!加油



🍞 旭辉永升服务



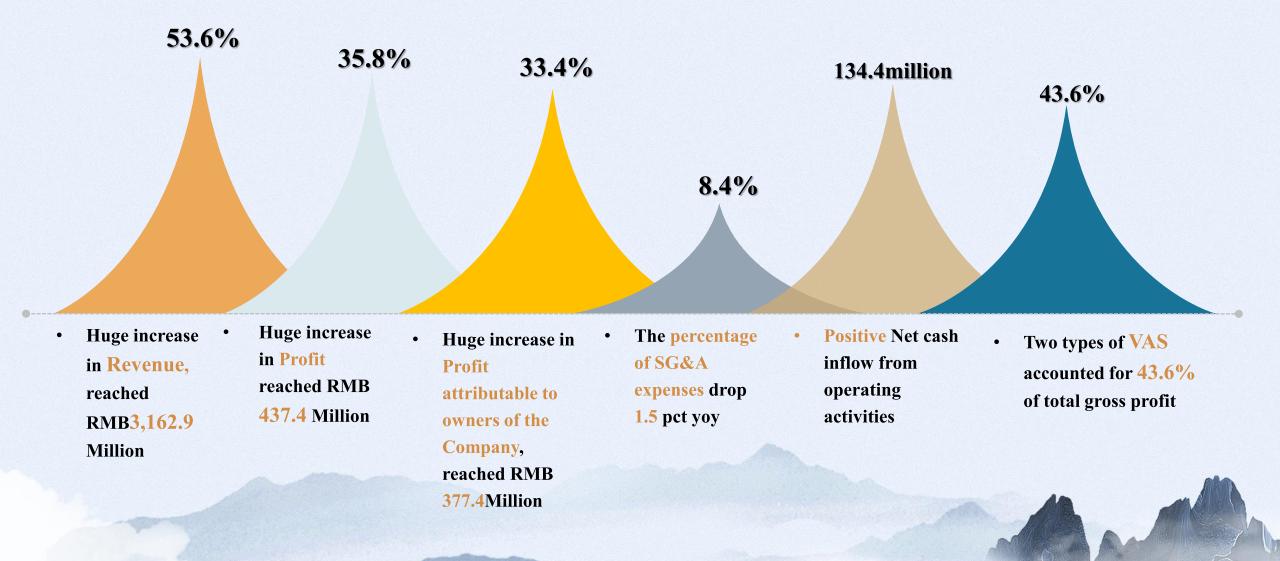


# **Financial Highlights**

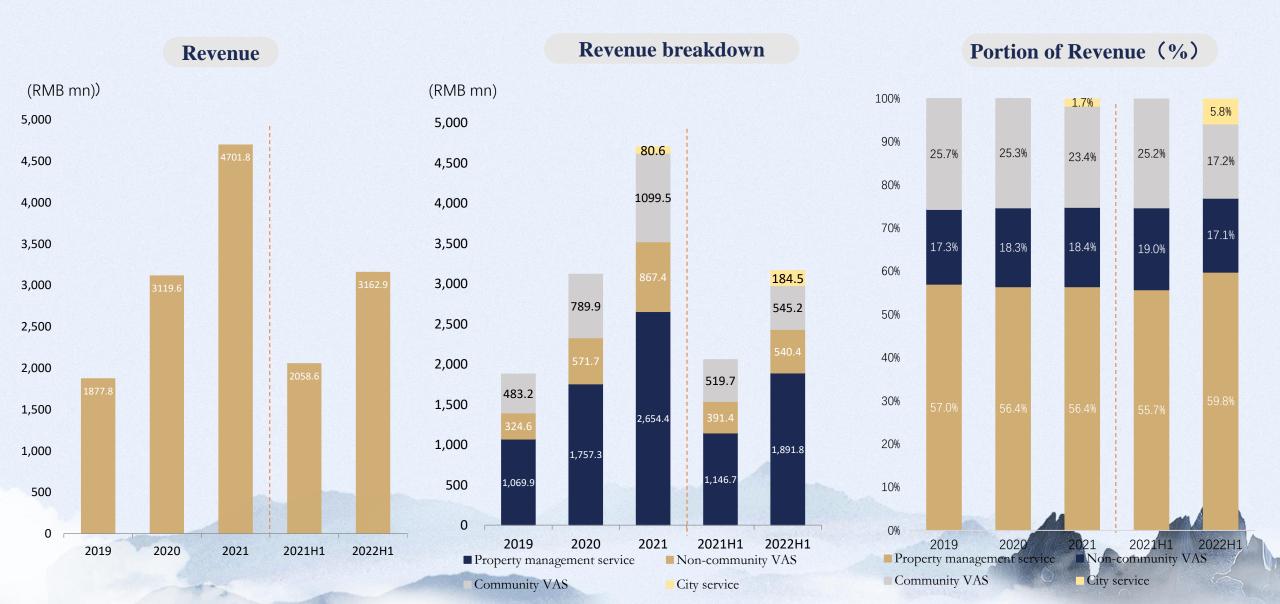


#### 1. Grow as scheduled, keep stable and healthy Pace





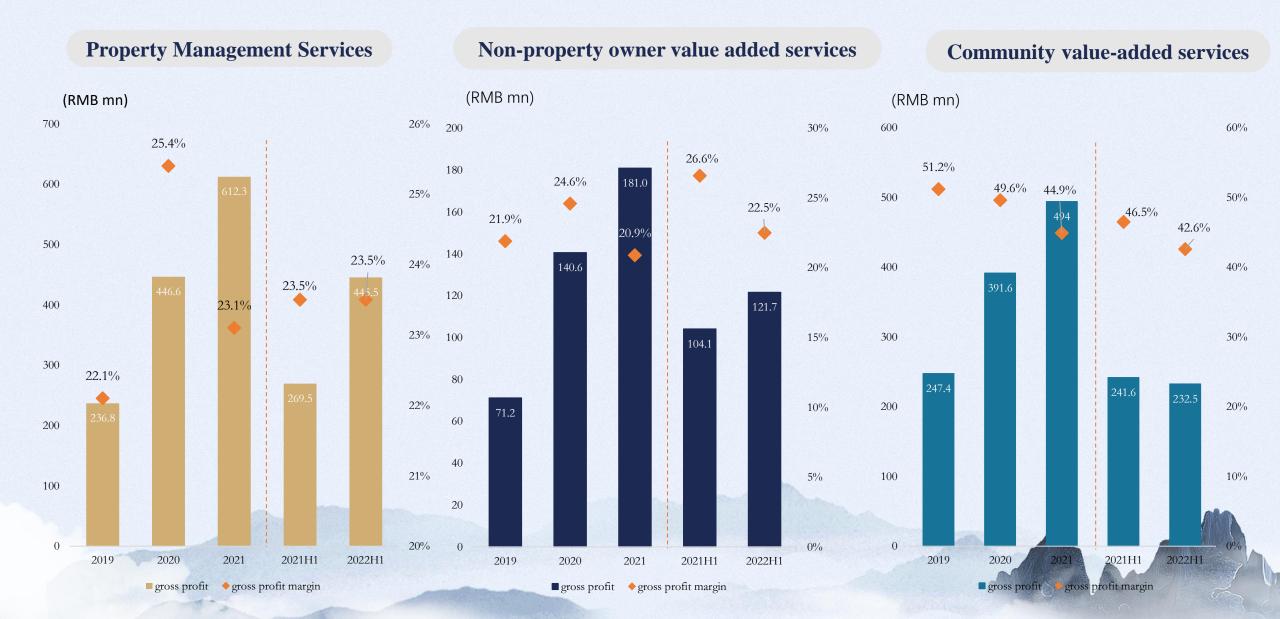
### 2. Huge increase in diversified topline with new business line add 建 建 新 新服务



## 3. Adhere to the principle of quality first, keep reasonable profit P 旭辉永升服务

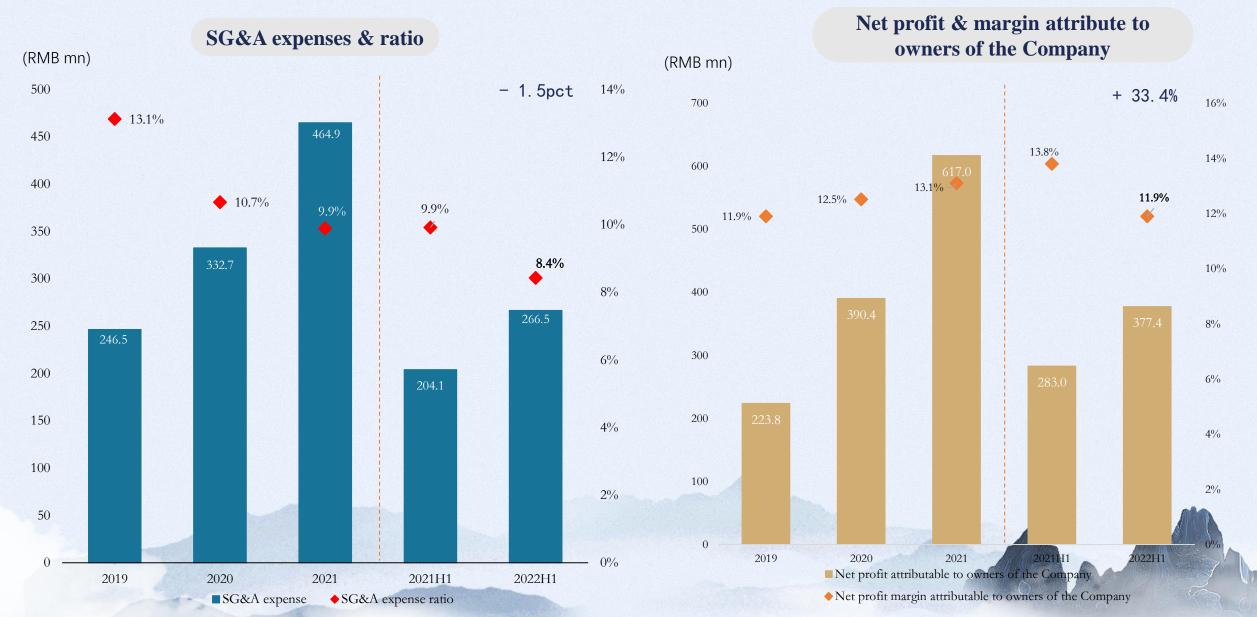


### 3. Gross profit margin remaine at a reasonable and healthy level P 旭辉永升服务

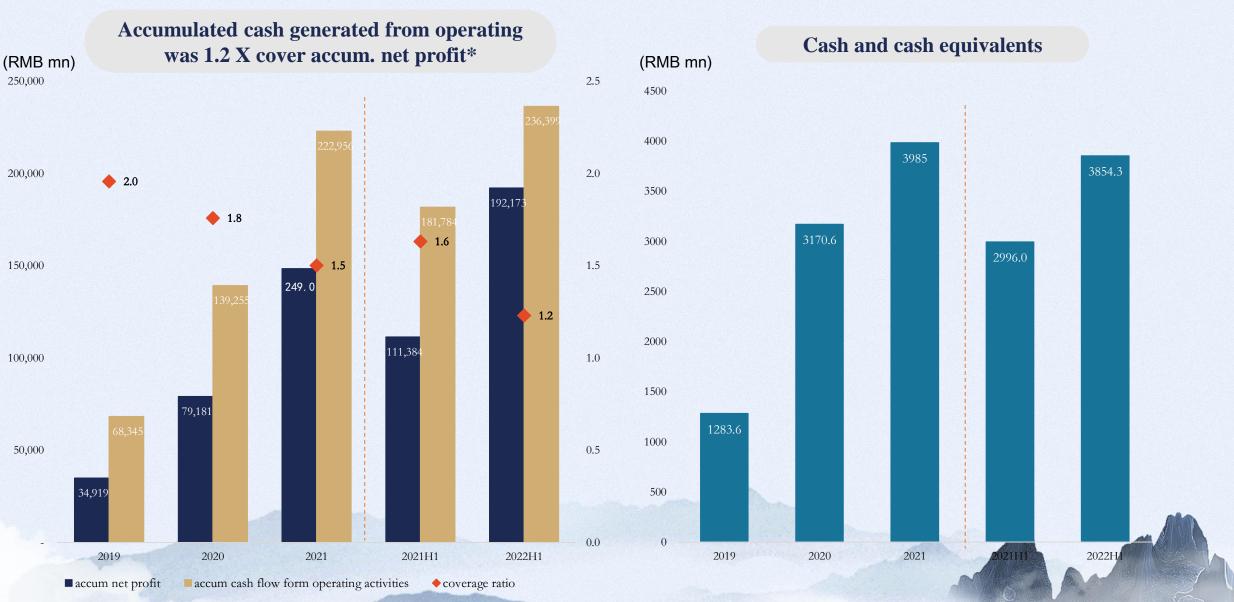


# 4. Management efficiency continued to improve, expense ratio decreased, net profit margin maintain healthy



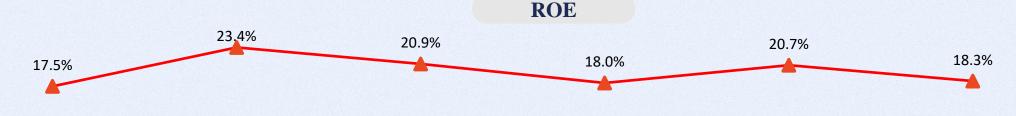


### 5. Positive net cash generating from operating activities, Abundant cash in hand



# 6. First time announce interim dividend, Firmly safeguard the interests of shareholders









# OUTLOOK



#### 

- The industrial value of property management is still increasing, and the great tide of property management is still in progress.
- The direction of policy support has not changed, and the role of property + life service + grassroots governance has become more prominent.
- The real estate regulation squeezes the growth space in the short term, but brings the independent development opportunity of the industry in the long term, and accelerates the marketization process.
- > Technology empowerment, urban cultivation and service transformation have been widely valued.
- $\succ$  From extensive management to fine operation transformation is imperative.
- > What really wins is reputation, service force namely brand force.
- With the completion of the listing of the head enterprises, the entire industry capitalization process came to an end, the return of value, with long-distance ability of enterprises win.

## 2. Strategy: Fighting under sunshine and moving forward resoluely Estervice

- Create customer value, effective scale, competitive cost, human sustainable profit.
- Compare the pursuit in peacetime and the red line in wartime.
- Adhere to the platform + ecological strategy, five years ten times growth, with strong connections but keep dependent, four-wheel driving, doing something and do not do something, staff-oriented development.
- Close attention to service capabilities: implement a beautiful life model, comprehensively create a 37-degree space, take dual butlers as the core service system, build a service culture with reporting and complaints as the starting point, build an excellent team where everyone is a service expert, and increase the income of the employees enabled by professionals.
- Digital Rebirth: Management/Service/ Organization/business Model Rebirth.
- Firmly "six major battles" for 22 years: scale warfare, brand warfare, operation warfare, ecological warfare,

#### organizational warfare, and technological warfare.



# **CONTACT US**

Investor Relations

**CIFI ES - Services Group Limited** 

**Contact Person : Moses Yan/Yiling Chen** 

E-mail : ir@ysservice.com.cn

