



STRATEGIC FINANCIAL RELATIONS (CHINA) LIMITED
縱橫財經公關顧問(中國)有限公司

[For Immediate Release]



Central China New Life Limited
Hong Kong Public Offering Over 141 Times Over-subscribed
International Offering Significantly Over-subscribed

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Offer Price Fixed at HK\$6.85 per Share

(14 May 2020, Hong Kong) **Central China New Life Limited** (“**Central China New Life**” or the “**Company**”, stock code: 9983), a comprehensive service provider rooted in central China region, today has announced the allotment results of its Global Offering of 300,000,000 shares. The 30,000,000 shares initially available for the Hong Kong Public Offering were over 141 times over-subscribed, while the 270,000,000 shares initially available for the International Offering were significantly over-subscribed, and there has been an over-allocation of 45,000,000 shares. The offer price was fixed at HK\$6.85 per share.

Trading of Central China New Life shares on the Main Board of Hong Kong Stock Exchange will commence on 15 May 2020 (Friday) under the stock code 9983. The shares will be traded in board lots of 1,000 shares.

Mr. Wang Jun, Chairman of the Board, Chief Executive Officer and Executive Director of Central China New Life, said, “We are happy and encouraged to see that our global offering has enjoyed strong support from investors. Our Company’s mission is to enrich the living experience and lifestyle of all the people in Henan. Deeply rooted in Henan Province and expanding its footprint in central China region, Central China New Life has become synonymous with high quality property management and lifestyle services. We are also the largest property management company in central China region*. We have achieved substantial revenue and profit growth, with CAGR of revenue and profit from continuing operations reaching 95.2% and 144.0% respectively in the past three years. After listing, we will actively explore strategic investment and acquisition opportunities, continue to develop Jianye + platform in order to improve users’ experience and also accelerate and strengthen our Company’s development, with the aim to maximize sustainable returns for investors.”

** by total GFA under management as of 31 December 2018 and total revenue for the year ended 31 December 2018*

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Central China New Life's business consists of three major segments, namely 1) property management and value-added services, 2) lifestyle services and 3) commercial property management and consultation services. The Company reported robust growth in both revenue and profit in the past three years. From 2017 to 2019, the Company's total revenue from continuing operations surged at a CAGR of 95.2% to approximately RMB1,754 million in 2019. Profit from continuing operations soared at a CAGR of 144.0% to approximately RMB233 million in 2019. In 2019, Central China New Life's profit attributable to owners of the Company amounted to RMB234 million.

Approximately 60% of the net proceeds from the global offering will be used to pursue strategic investment and acquisition opportunities to further expand its property management business portfolio and value-added services. Around 15% will be used to enhance its "Jianye+" (建業+) platform to optimize users' experience. Approximately 15% will be used to invest in advanced information technologies to improve operational efficiency. The remaining 10% will be used for working capital and other general corporate purposes.

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About Central China New Life Limited

Central China New Life is a comprehensive service provider deeply rooted in the central China region, leveraging a wealth of the trusted and reputable "Central China" (建業) brand. It has cultivated its roots extensively in Henan for more than 20 years and has become synonymous with high quality property management and consumer goods and services. Its mission is to enrich the living experience and lifestyle of all the people in Henan. Its business consists of three major segments, namely 1) property management and value-added services, 2) lifestyle services and 3) commercial property management and consultation services. With its high quality services, the company has won many property management and new lifestyle service awards in China.

Central China New Life is the largest property management service provider in the central China region by total GFA under management as of 31 December 2018 and total revenue for the year ended 31 December 2018, covering all 18 prefecture-level cities (and also 81 of the 104 county-level cities) in Henan province as well as Haikou city in Hainan province. It serves more than one million property owners and residents in 312 properties. As of the end of 2019, its total GFA under management was 57.0 million sq.m., and total contracted GFA was 114.7 million sq.m.

As for the Company's lifestyle services, it has an enormous individual and corporate client database. It provides customers with a comprehensive range of high-quality consumer products and services through its integrated O2O one-stop services platform "Jianye+" (建業+). As at 31 December 2019, its registered users reached 2.186 million. From 2017 to 2019, the gross merchandise volume of "Jianye+" (建業+) increased at a CAGR of 116.6% to RMB426.4 million in 2019. As of the end of 2019, the six Cuisine Henan Foodcourts (建業大食堂) managed by the Company hosted over 330 vendors and offered customers with cuisines from 18 prefecture-level cities in Henan.

Regarding the commercial property management and consultation services, the asset portfolio managed by the Company consisted of three cultural tourism complexes, seven shopping malls and nine hotels as of 31 December 2019.

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