

Model of second phase of Rui Hong Xin Cheng currently being developed by SOCAM: Rui Hong Xin Cheng is a 40-hectare residential development located in the Hong Kou district in Pu Xi, close to the central business area of Shanghai. The first phase of this large-scale development, with 90% of the completed flats already sold, will continue to be developed by SOP while subsequent phases will be undertaken by SOCAM. In the second phase, SOCAM is investing around RMB 1.4 billion to develop 13 residential blocks, an underground car park, a shopping centre and a clubhouse, with a gross building area of 235,273 square metres. The shopping centre will be directly linked to a Metro station due for completion by the end of 2003. Total developable area in future phases amount to approximately 1.4 million square metres



Developing quality housing for Shanghai's fast-emerging middle class

Shanghai, with double digit growth throughout the 1990s and a per capita GDP that is four times higher than the national average, is set to become a premier financial centre in the world. The city's middle class has been growing rapidly and in turn powering a robust consumer market. With the abolition of state welfare housing, low interest rates and the government's tax incentives for home purchasers, the residential property market in Shanghai, home to 16.7 million people, has grown significantly in the past few years, particularly in the middle to high end sector.

SOCAM is in an advantageous position to expand into Shanghai's property market as the Shui On Group has established a solid reputation in this market through the activities of SOCAM's sister company Shui On Properties Limited (SOP), which is privately owned by SOCAM's chairman Mr Vincent H S Lo.

Recognizing the beginning of a sustainable boom in Shanghai's residential property market, SOCAM acquired at cost the development rights of Rui Hong Xin Cheng (RHXC), a large scale quality residential project previously developed by SOP, in May 2001. This strategic move not only allowed SOCAM to immediately establish a substantial foothold in the property market in Shanghai, but also paved the way for the Company to achieve its aim of becoming a leading developer of large scale development projects in the Chinese Mainland. RHXC will be developed in phases over the next decade.



In addition to quality finishes and contemporary design for each residential unit, Rui Hong Xin Cheng features well-planned leisure facilities and a green environment and is well received by Shanghai's fast-expanding middle class