

Why is New World China Land focusing so heavily on brand equity?

To achieve differentiation. Corporate branding is a long-term strategy that allows us to respond vigorously to competitive pressures. Building a brand that commands respect and recognition will underpin our market leadership. Brand loyalty will allow us to achieve pre-sales at a much earlier date and to set pricing above prevailing market levels. There is no long-term value in competing on price. Indeed, differentiation on price is a recipe for failure. But by placing New World China Land at the leading edge of the market in terms of quality and image, we are building foundations for long-term success and prosperity.

What is the significance of the sales improvement in the past year?

It reflects the success of our brand to date and helps to strengthen our brand going forward. A key component of our strategy is to create lively communities, with services and facilities that make for a total living environment. Our successes in the year under review underlines our lifestyle vision. It proves to the market our ability to deliver a new kind of development that blends quality design with comprehensive facilities to create a coherent and attractive communal living environment. When people see our completed developments, they see for themselves what we stand for. Each sale cements our vision of creating a new way of living, of setting the standard for a luxurious, aspirational lifestyle. Each sale enriches our brand.

From a financial standpoint, it means that substantial cash flow has been generated from the Group's asset base, allowing the Group's value to be truly reflected in cash terms. In addition, by strengthening the Group's financial position, it paves the way in the future for consistent and growing dividend payments.

What are NWCL's competitive strengths?

We are a nation builder playing a key role in China's continued economic progress. We are a blue-chip organization backed by New World Development's 30 years of experience. We blend international knowledge and best practice with home-grown talent and resources. And we are building a reputation for unrivalled quality. All the while, New World China Land continues to assist the economic and social well-being of the communities in which it operates.

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