# NEWHOPE 

䠗希留服务 SERVICE

## 新希望服務控股有限公司 New Hope Service Holdings Limited

（Incorporated in the Cayman Islands with limited liability） Stock Code ： 3658


2021
Interim Report


## Content

Corporate Information ..... 2
Chairman's Statement ..... 4
Management Discussion and Analysis ..... 7
Corporate Governance and Other Information ..... 23
Review Report ..... 31
Consolidated statement of profit or loss and ..... 32
other comprehensive income
Consolidated statement of financial position ..... 33
Consolidated statement of changes in equity ..... 35
Condensed consolidated cash flow statement ..... 37
Notes to the unaudited interim financial report ..... 38

## Corporate Information

## BOARD OF DIRECTORS

## Executive Directors

Ms. Wu Min
Ms. Chen Jing

Non-executive Directors
Mr. Zhang Minggui (Chairman)
Mr. Jiang Mengjun
Mr. Dong Li
Ms. Huang Kun
Independent Non-executive Directors
Mr. Cao Qilin
Mr. Yan Lap Kei Isaac
Mr. Li Zhengguo

## AUDIT COMMITTEE

Mr. Yan Lap Kei Isaac (Chairman)
Mr. Jiang Mengjun
Mr. Li Zhengguo
REMUNERATION COMMITTEE
Mr. Cao Qilin (Chairman)
Ms. Huang Kun
Mr. Li Zhengguo

## NOMINATION COMMITTEE

Mr. Zhang Minggui (Chairman)
Mr. Li Zhengguo
Mr. Cao Qilin

## JOINT COMPANY SECRETARIES

Ms. Zhao Xiaoxing
Mr. Lau Kwok Yin

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Mr. Lau Kwok Yin
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## REGISTERED OFFICE

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Cayman Islands

## PRINCIPAL PLACE OF BUSINESS AND HEADQUARTERS IN CHINA

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## Chairman＇s Statement

Dear Shareholders，

On behalf of the board of directors（the＂Board＂）of New Hope Service Holdings Limited（the＂Company＂），I am pleased to present the unaudited interim results of the Company and its subsidiaries（the＂Group＂）for the six months ended 30 June 2021 （the＂Period＂）．

The Notice on Reinforcement and Improvement of Residential Property Management《關於加強和改進住宅物業管理工作的通知》），jointly issued by ten ministries and commissions on 5 January 2021，requires to improve the management and efficiency of residential properties through six aspects，including integrating property companies into the basic－ level social governance system，improving the governance structure of property owners associations，enhancing property management and service capability，promoting the development of the lifestyle services industry，regulating the use and management of maintenance funds and strengthening property management service supervision and management．The resolution on the Outline of the 14th Five－Year Plan（2021－2025）for National Economic and Social Development and the Long－Range Objectives Through the Year 2035 （關於國民經濟和社會發展第十四個五年規劃和 2035年遠景目標綱要）was passed at the Fourth Session of the Thirteenth National People＇s Congress on 11 March 2021．The Outline refers to the property industry in its six statements on accelerating the quality development of the lifestyle services industry，comprehensively promoting rural revitalization and implementing rural construction actions， improving urban governance，improving community management and service mechanisms，building a green policy development system，and accelerating digital development and building Digital China respectively，which is of great significance in directing the future development of the property management industry．The successful listing of the Company on The Stock Exchange of Hong Kong Limited on 25 May 2021 is of great and far－reaching significance to the development of the Group，as evidenced by the notable improvement of its image and recognition among the public，customers，government and media．As a well－established comprehensive property management and lifestyle services operator，it is believed that the Group＇s characteristics and leading position in the lifestyle and living service sector will be further consolidated and its market competitiveness will be further improved．

## Performance Review

With its high－efficiency operation and high－quality service，in the first half of 2021，the Company was named one of the＂2021 Top 100 Property Management Companies in terms of Service Strength（2021物業服務力百強企業）＂ released by China Real Estate Appraisal Center of Shanghai E－House Real Estate Research Institute（上海易居房地產研究院中國房地產測評中心）and also the＂2021 Top 100 Property Management Companies in the PRC（2021年中國物業服務百強企業）＂released by China Index Academy．Benefitting from the Group＇s long－term cooperation with Sichuan New Hope Property Development Co．，Ltd．＊（四川新希望房地產開發有限公司）（＂New Hope Property＂） and／or its subsidiaries（collectively，＂New Hope Property Group＂），as well as the high growth of lifestyle services and the positive impact of the expansion to third－party property developers，for the six months ended 30 June 2021，the Group realized revenue of approximately RMB402．8 million，representing an increase of approximately $75.7 \%$ as compared to the corresponding period of 2020．Backed by the revenue growth，the Group realized gross profit of approximately RMB171．8 million，representing an increase of approximately $72.9 \%$ as compared to the corresponding period of 2020，and net profit of approximately RMB79．6 million，excluding the listing fees， representing an increase of approximately $82.8 \%$ as compared to the corresponding period of 2020.

## Operation Review

## Increasing management scale and improving management efficiency

In the first half of 2021, the Group focused on its development in Chengdu-Chongqing urban agglomeration and the Eastern China metropolitan area, and continued to deepen its expansion in the key first-tier, new first-tier, and second-tier cities, such as Shanghai, Chengdu, Kunming and Wenzhou, to consolidate and enhance its market position. During the Period, the Group' gross floor area (GFA) under management increased by $79.7 \%$ from the corresponding period of 2020 to 12.5 million square meters, and the contracted GFA increased by $51.4 \%$ from the corresponding period of 2020 to 20.4 million square meters. Among them, the GFA under management in Eastern China increased by $104.7 \%$ year-on-year, covering 18 cities and 82 projects under management. Meanwhile, the management efficiency of the Group continued to improve. During the Period, the Group continued to maintain a relatively high property management fee per square meter and profit per square meter, standing at RMB3.14/month and RMB32.2 per square meter respectively. The collection ratio of property management fees also increased by 5.5 percentage points from the corresponding period last year.

## Diversified development and expansion seeing good results

In addition to strengthening comprehensive strength, improving service quality and improving customer satisfaction, the Group further improves its advantages in diversified property development by optimizing the ratio of residential and non-residential portfolios in order to boost results performance with sustainable development. During the Period, the Group's non-residential property business ratio increased to $33.8 \%$ from the corresponding period of 2020. The Group not only maintained a growth in the existing non-residential property business, it also expanded into the new education and tourism sectors. The overall expansions to third-party property developers increased by approximately $17.0 \%$ from the corresponding period last year. During the Period, the good results from such thirdparty expansions mainly attributable to the systematic and standardized management and control of the cooperation \& development center in the expansion process, enabling effective control and follow-up for the whole process from project acquisition to operation and review, as well as the establishment of an internal incentive mechanism with market competitiveness.

## Rapid increase in revenue from lifestyle services as a strong growth point for development

We fully understand the demands of companies, customers, businesses and relevant local government agencies for food, housing, goods and services, and seek to design a business ecosystem accessible to all parties for the provision of diversified lifestyle services. During the Period, revenue from our lifestyle services significantly increased to RMB89.4 million, representing an increase of $170.8 \%$ as compared to the corresponding period of 2020. Among them, revenue from the community living services increased by $220.1 \%$ from the corresponding period last year to RMB36.5 million; revenue from the community asset management services increased by $219.9 \%$ from the corresponding period last year to RMB14.9 million; and revenue from the online and offline retail services and catering services increased by $86.3 \%$ from the corresponding period last year to RMB18.8 million. Such increases were mainly supported by a comprehensive management system, including the online customer platform, product and service supply chain management, comprehensive home services, and the synergistic effect generated from the increase in area under management on lifestyle services. In the future, the Group will also continue to strengthen cooperation with New Hope Property Group, explore more possibilities of products of New Hope Property Group in communities as a micro-ecology, further improve and focus on the growth of lifestyle services and diversify the Group's lifestyle services depending on the demand of customers from different regions.

## Adhering to the Lifestyle Mission to Facilitate the Happy Undertaking

While maintaining high－quality and sustainable growth，we also earnestly facilitate the happy undertaking and contribute to the society by sticking to the brand concept of＂Happiness，make it everyday＂．Under the guideline of party building，our Group has rooted in community to participate in the governance of basic－level social．Specially， our Group has established 12 party branches nationwide to integrate the building of＂red property（紅色物業）＂into daily governance．In guarding the protection and control front of COVID－19 pandemic，we respond rapidly to local government and health departments to implement various anti－pandemic measures in basic－level social．Besides，we also fulfill our social responsibility by delivering warmness and happiness with long－term and accessible practical actions．For example，we pay consistent attention to children＇s growth，take care of the left－behind elderly and show care to the blue－collar workers and other groups．

## PROSPECTS

2021 is the starting year of the＂14th Five－Year Plan＂，marking the critical period when China is transiting from the stage of building a moderately prosperous society in all respects to the stage when the socialist modernization is basically realized，and it is also the first full financial year upon listing of the Group．In the coming future，we will continue to expand in the metropolitan areas and urban agglomerations in China to increase our business scale． Focusing on the residents＇desire for a better life，we will also connect New Hope Property Group＇s industries to continue to enhance our lifestyle services．We will continuously improve the service capacity of the Company to lay foundation for lifestyle service development through premium service quality，high service capacity and high satisfaction．At the same time，we will increase investments in technologies to improve service quality as well as operating efficiency．＂Lifestyle＂is not only in our genes but also a kind of people－oriented and serving－for－people circular development．Upholding the positioning of being a＂lifestyle service operator＂，we will persist in promoting the sustainable and steady development of the Group with high quality and scale expansion．We will also adopt long－term strategy to make further investment in the future by bettering services，talents and brands．

Finally，I would like to express my sincere gratitude to my fellow directors and all employees for their hard work，and also our business partners and shareholders for their long－term support．

# New Hope Service Holdings Limited 

Zhang Minggui
Chairman of the Board

20 August 2021
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## Management Discussion and Analysis

## BUSINESS REVIEW

## Overview

The Group is a well－established comprehensive property management and lifestyle service operator in China， providing property management services，value－added services to non－property owners，commercial operational services and lifestyle services．In the first half of 2021，the Group ranked 44th among the＂ 2021 Top 100 Property Management Companies in the PRC（2021年中國物業服務百強企業）＂released by China Index Academy and ranked 43rd among the＂ 2021 Top 100 Property Management Companies in terms of Service Strength（2021物業服務力百強企業）＂released by China Real Estate Appraisal Center of Shanghai E－House Real Estate Research Institute（上海易居房地產研究院中國房地產測評中心）。 During the six months ended 30 June 2021，the Group＇s net profit margin was $19.8 \%$（after excluding one－off listing expenses）．At the same time，the Group continued to maintain a high profit per square meter．As at 30 June 2021，the Group＇s profit per square meter was RMB32．2（calculated by financial data as at 30 June 2021）．

As at 30 June 2021，the Company managed 82 projects，and the total gross floor area（＂GFA＂）under management amounted to approximately 12.5 million sq．m．，representing a period－on－period increase of $79.7 \%$ ．Our roots are in the Chengdu－Chongqing urban agglomeration，the engine of economic development in the Southwest China region． As at 30 June 2021， $50.2 \%$ and $32.1 \%$ of GFA under management of the Group were located in the Chengdu－ Chongqing urban agglomeration and the Eastern China region，respectively，and $41.7 \%$ and $44.4 \%$ of contracted GFA of the Group were located in these two regions as at the same time，respectively．At the same time，the Group＇s GFA under management and contracted GFA in the Eastern China region have increased significantly over the same time point last year．The GFA under management has increased by $104.7 \%$ over the same time point last year，and the contracted GFA has increased by $74.6 \%$ over the same time point last year．As at 30 June 2021 ，the property projects served by the Group covered 18 cities in 10 provinces， 1 autonomous region and 2 municipalities in China and most of property management projects of the Group are located in the first－tier，new first－tier and second－tier cities in China．

The Company provides quality property management services and value－added services to non－property owners． The Company also provides commercial operational services for 12 quality commercial properties in 5 cities，namely Chengdu，Kunming，Shanghai，Wenzhou and Nanning．The Company also provides diversified lifestyle services to its property owners，residents and other customers．The Company＇s services are closely tied to what people need in their daily lives and what property owners and businesses need for their daily operations．The Company believes its core value lies in its ability to help its individual customers live a safer and more comfortable，healthy and convenient life and assist its business customers in building prosperous businesses．

## Business Model of the Group

During the Period，the Group generated revenue primarily from four business segments：（i）property management services；（ii）value－added services to non－property owners；（iii）commercial operational services；and（iv）lifestyle services．

## Management Discussion and Analysis

## Property Management Services

As at 30 June 2021, the Group's total GFA under management was approximately 12.5 million sq.m. covering 18 cities, with a total of 82 property management project. In addition, the Company had a total of 123 contracted property management projects of approximately 20.4 million sq.m..

The following table sets forth the number of property projects and GFA under management, as well as the number of property projects were contracted to manage and corresponding contracted GFA of the Group as at the dates indicated.

|  | $\begin{array}{r} \text { As at } \\ 30 \text { June } 2021 \end{array}$ | As at 30 June 2020 | Percentage Increased |
| :---: | :---: | :---: | :---: |
| Number of properties the Group was contracted to manage ${ }^{(1)}$ | 123 | 81 | 51.9\% |
| Number of properties under management ${ }^{(2)}$ | 82 | 49 | 67.3\% |
| Contracted GFA (sq.m.) | 20,386,000 | 13,463,300 | 51.4\% |
| GFA under management (sq.m.) | 12,527,000 | 6,973,000 | 79.7\% |

Notes:
(1) Refers to all properties for which we have entered into the relevant operating property management service agreements, which may include properties that have not been delivered to us for property management purposes in addition to properties under management.
(2) Refers to properties that have been delivered to us for property management purposes.

## Type of properties developers

Leveraging on our high quality services, our professional service team and our renowned reputation, we also stepped up our expansion into independent third-party markets, and we have achieved a rapid growth in terms of GFA obtained from the expansion of independent third-party markets. The Cooperative Development Center of the Company is responsible for the expansion of independent third-party projects, and it realizes systematic and standardized management and control in the external expansion process. Effective management and follow-up had been carried out in all links from projects capturing to operation review. The Group continues to optimize process settings, improve external channel cooperation and integrating marketing mechanism. An internal incentive system with market competitiveness has also been established, which achieved certain results during the Period.

As at 30 June 2021, the proportion of the total GFA under management from independent third-party property developers has increased from $0.1 \%$ as at 30 June 2020 to $17.0 \%$, and the revenue of property management generated from properties developed by independent third-party property developers has increased from nil for the six months ended 30 June 2020 to RMB14.0 million in the first half of 2021.
（2


The table below sets forth a breakdown of our total number of projects and GFA under management as at the dates indicated，and revenue generated from property management services for the periods indicated，from property management services by type of property developer：

|  | As at or for the six months ended 30 June 2021 |  |  |  |  | As at or for the six months ended 30 June 2020 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number of projects | GFA <br> manag <br> （sq．m． <br> $0^{\prime} 000$ ） | \％ | （RMB＇000） | \％ | Number of projects | GFA <br> manag <br> （sq．m． <br> $0^{\prime} 000$ ） | \％ | Rev <br> （RMB＇000） | \％ |
| New Hope Property Group ${ }^{(1)}$ | 55 | 781.7 | 62.4 | 113，776．5 | 77.9 | 40 | 590.0 | 84.6 | 71，943．4 | 88.7 |
| Joint ventures or associates of New Hope Property Group ${ }^{(2)}$ | 9 | 235.4 | 18.8 | 7，848．3 | 5.4 | 4 | 89.4 | 12.8 | 5，588．8 | 6.9 |
| Associates of our ultimate controlling shareholders ${ }^{(3)}$ | 6 | 23.0 | 1.8 | 10，344．6 | 7.1 | 4 | 17.0 | 2.5 | 3，576．6 | 4.4 |
| Independent third parties ${ }^{(4)}$ | 12 | 212.6 | 17.0 | 13，970．2 | 9.6 | 1 | 0.9 | 0.1 | 0.0 | 0.0 |
| Total | 82 | 1，252．7 | 100 | 145，939．6 | 100 | 49 | 697.3 | 100 | 81，108．8 | 100 |

## Notes：

（1）Refers to properties solely developed by New Hope Property Group，as well as properties jointly developed by New Hope Property Group and other property developers in which New Hope Property Group held a controlling interest．
（2）Refer to properties developed by joint ventures or associates of New Hope Property Group，including Sichuan New Hope Industrial Co．，Ltd． （四川新希望實業有限公司），Chengdu Shenlong Real Estate Development Co．，Ltd．（成都申瓏房地產開發有限公司），Sichuan Dongjin Tourism Development Co．，Ltd．（四川東進新希望旅遊開發有限公司），Jiaxing Xinjin Properties Co．，Ltd．（嘉興新錦置業有限公司），Ningbo Chenxin Properties Co．，Ltd．（寧波辰新置業有限公司），Guangxi Tangsheng Investment Co．，Ltd．（廣西唐昇投資有限公司），Nanning Xinyong Properties Co．，Ltd．（南寧新菑置業有限公司），and Chongqing Jinyue Real Estate Co．，Ltd．（重慶錦岄置業有限公司）．
（3）Refer to properties developed by other associates of our ultimate controlling shareholders，namely Mr．Liu Yonghao（劉永好）and Ms．Liu Chang（劉暢），including Sichuan Huaxi Diary Co．，Ltd．（四川華西乳業有限責任公司），New Hope Liuhe Fodder Corp．（新希望六和飼料股份有限公司），Chengdu Jinjiang Xiaokang Comprehensive Outpatient Department Co．，Ltd．（成都錦江曉康之家綜合門診部有限公司），Sichuan Xinwang Bank Co．，Ltd．（四川新網銀行股份有限公司），Chengdu Xinlimei Beauty Hospital Co．，Ltd．（成都新麗美醫療美容醫院有限公司），and Shanghai Tianyou Hospital Limited Ltd．（上海天佑醫院有限公司）．
（4）Refer to properties solely developed by independent third－party property developers．

## Management Discussion and Analysis

## Portfolio of properties under management

The Group primarily manages residential properties. The Group also manages non-residential properties which includes (i) commercial properties, such as shopping centers, shopping streets, specialty markets, office buildings, industrial parks and (ii) other types of non-residential properties, including public facilities, culture and tourism sites and healthcare facilities. The following table sets forth a breakdown of our total GFA under management by property type as at the dates indicated, and revenue from property management services by property type for the periods indicated:

|  | As at or for the six months ended 30 June 2021 |  |  |  |  | As at or for the six months ended 30 June 2020 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number of projects | GFA <br> manag <br> (sq.m. <br> $0^{\prime} 000$ ) | \% | Rever (RMB ${ }^{\prime} 000$ ) | \% | Number of projects | GFA <br> manag <br> (sq.m. <br> $0^{\prime} 000$ ) | \% | Re (RMB'OOO) | \% |
| Residential | 48 | 828.8 | 66.2 | 84,288.3 | 57.8 | 31 | 501.6 | 71.9 | 48,205.1 | 59.5 |
| Non-residential |  |  |  |  |  |  |  |  |  |  |
| - Commercial properties | 22 | 266.1 | 21.2 | 45,995.6 | 31.5 | 16 | 193.7 | 27.8 | 31,812.5 | 39.2 |
| - Other types of non-residential properties | 12 | 157.8 | 12.6 | 15,655.7 | 10.7 | 2 | 2.0 | 0.3 | 1,091.2 | 1.3 |
| Total | 82 | 1,252.7 | 100 | 145,939.6 | 100 | 49 | 697.3 | 100 | 81,108.8 | 100 |

As a result of our continuous efforts to expand our customer base and to diversify our portfolio of properties under management, our GFA under property management for non-residential properties increased by 116.6\% from approximately 2.0 million sq.m. as at 30 June 2020 to approximately 4.2 million sq.m. as at 30 June 2021. We believe that the experience and recognition we have gained from managing such diversified non-residential properties will enable us to further expand our portfolio of properties under management, grow our customer base and create diversified sources of financial growth.

## Our geographical presence

Since our inception in Chengdu, Sichuan Province in 2010, the Group has expanded its geographic presence for property management services to 18 cities across the People's Republic of China (the "PRC") as at of 30 June 2021, among which, GFA under management and contracted GFA in Eastern China region have increased significantly compared with the same time point last year. The GFA under management increased by $79.7 \%$ compared with the same time point last year, and the contracted GFA increased by $51.4 \%$ compared with the same time point last year. As at 30 June 2021, the Group had a total of 82 property projects under management with an aggregate GFA under management of 12.5 million sq.m. As at 30 June 2021, we were contracted to manage 123 projects with a total contracted GFA of 20.4 million sq.m.

The table below sets forth a breakdown of our total GFA under management by region as at the dates indicated, and the number of projects by region as at the dates indicated:

|  | As at 30 Number of projects | June 2021 <br> GFA under management (sq.m.0'000) | As at 30 Number of projects | June 2020 <br> GFA under management (sq.m.0'000) |
| :---: | :---: | :---: | :---: | :---: |
| Southwestern China region | 38 | 629.0 | 21 | 342.1 |
| Eastern China region | 27 | 401.7 | 16 | 196.2 |
| Southern China region | 10 | 155.8 | 6 | 100.1 |
| Northern China region | 7 | 66.2 | 6 | 58.9 |
| Total | 82 | 1,252.7 | 49 | 697.3 |

The table below sets forth a breakdown of our total GFA under management by city tiers as at the dates indicated, and revenue generated from property management services by city tiers for the periods indicated:

|  | As at or for the six months ended 30 June 2021 <br> Number of GFA under <br> projects management <br> Revenue <br> (sq.m.0'000) <br> (RMB'000) <br> \% |  |  |  | As at or for the six mon Number of GFA under projects management (sq.m.0'000) |  | hs ended 30 <br> Rev <br> (RMB'000) | 020 $\%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| First-tier city ${ }^{(1)}$ | 3 | 14.7 | 4,175.7 | 2.9 | 1 | 4.2 | 2,529.0 | 3.1 |
| New first-tier cities ${ }^{(2)}$ | 40 | 551.7 | 69,781.4 | 47.8 | 23 | 268.1 | 40,854.0 | 50.4 |
| Second-tier cities ${ }^{(3)}$ | 39 | 686.3 | 71,982.5 | 49.3 | 25 | 425.0 | 37,725.8 | 46.5 |
| Total | 82 | 1,252.7 | 145,939.6 | 100 | 49 | 697.3 | 81,108.8 | 100 |

## Notes:

(1) First-tier city in which we provide property management services includes Shanghai.
(2) New first-tier cities in which we provide property management services include Chengdu, Suzhou, Chongqing, Shenyang and Qingdao.
(3) Second-tier cities in which we provide property management services include Dalian, Wenzhou, Nanning, Kunming, Ningbo and Jiaxing.

## Management Discussion and Analysis



Among the cities in which we have a presence, cities with a higher increase in area under our management primarily included Chengdu, Kunming, Wenzhou and Nanning. The table below sets forth a breakdown of our total GFA and growth rate under management by cities as at the dates indicated:

| As at | As at |  |
| ---: | ---: | ---: | ---: |
| 30 June 2021 | 30 June 2020 | Growth rate |
| (sq.m.0'000) | (sq.m.0'000) | $(\%)$ |


| Chengdu | $\mathbf{3 7 0 . 3}$ | 215.6 | 71.8 |
| :--- | :--- | :--- | :--- |
| Wenzhou | $\mathbf{2 1 8 . 7}$ | 136.3 | 60.4 |
| Kunming | $\mathbf{2 0 5 . 9}$ | 126.5 | 62.8 |
| Nanning | $\mathbf{1 5 5 . 9}$ | $\mathbf{1 0 0 . 2}$ | 55.6 |

## Value-added Services to Non-property Owners

We also provide a series of value-added services to non-property owners, primarily property developers. Our valueadded services to non-property owners include (i) sales office management services; (ii) preliminary planning and design consultancy, pre-delivery and repair and maintenance services; and (iii) other services such as construction site management services. During the Period, we obtained contracts for value-added services to non-property owners through commercial negotiations with the customers. During the first half of 2021, the revenue derived from value-added services to non-property owners increased significantly by $58.3 \%$ to approximately RMB101.3 million from RMB64.0 million in the same period of 2020, primarily due to the increase in real estate projects under sales, construction and delivery of New Hope Property Group, which enabled the Company to undertake more related business (such as sales office service).

The table below sets forth the breakdown of revenue derived from value-added services to non-property owners for the periods indicated:

|  | For the six months ended 30 June 2021 |  | For the six months ended 30 June 2020 |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Revenue (RMB'000) | Percentage | Revenue (RMB'000) | Percentage |
| Sales office management services | 59,820.7 | 59.0\% | 41,922.1 | 65.5\% |
| Preliminary planning and design consultancy, pre-delivery and repair and maintenance services | 36,380.1 | 35.9\% | 18,562.8 | 29.0\% |
| Other services | 5,118.5 | 5.1\% | 3,511.0 | 5.5\% |
| Total | 101,319.3 | 100\% | 63,995.9 | 100\% |



## Management Discussion and Analysis

## Commercial Operational Services

The Group's commercial operational services comprise three categories: (i) market research and positioning and opening preparation services; (ii) commercial operation services; and (iii) commercial properties leasing

The Group provides commercial operational services to commercial properties, including shopping centers, shopping streets, office buildings, specialty markets and industrial parks. We have a long-term and stable cooperation with the New Hope Property Group, and have provided commercial operational services to all commercial properties developed by New Hope Property Group.

The table below sets forth a breakdown of our total revenue from commercial operational services by service category for the periods indicated:


| Market research and positioning and opening |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
| preparation services | $\mathbf{1 0 , 9 6 1 . 4}$ | $\mathbf{1 6 . 6 \%}$ | $1,920.7$ | $3.7 \%$ |  |
| Commercial operation services | $\mathbf{4 2 , 4 1 5 . 2}$ | $\mathbf{6 4 . 1 \%}$ | $43,278.7$ | $84.5 \%$ |  |
| Commercial properties leasing | $\mathbf{1 2 , 8 0 0 . 3}$ | $\mathbf{1 9 . 3 \%}$ | $6,026.3$ | $11.8 \%$ |  |
|  |  |  |  |  |  |
| Total | $\mathbf{6 6 , 1 7 6 . 9}$ | $\mathbf{1 0 0 \%}$ | $51,225.7$ | $\mathbf{1 0 0 \%}$ |  |

During the first half of 2021, the revenue from commercial operational services increased by $29.2 \%$ to approximately RMB66.2 million as compared with RMB51.2 million for the corresponding period in 2020, which was mainly due to the increase in revenue from market research and positioning and opening preparation services and commercial properties leasing. The revenue proportion of market research and positioning and opening preparation services increased from $3.7 \%$ to $16.6 \%$, which was mainly attributable to the increase in revenue generated from strategy research and start-up fee of proposed projects in 2021 and upgrading and positioning of projects.

## Lifestyle Services

We offer a wide range of lifestyle services, comprising (i) community living services, including turnkey furnishing services, repair and maintenance services for property owners and residents, convenient living services, and common area management services; (ii) community asset management services, including carpark related services and property agency services; (iii) online and offline retail services and catering services; (iv) marketing event organization services; and (v) community space operational services.

## Management Discussion and Analysis

The following table sets forth a breakdown of our revenue from lifestyle services for the periods indicated:

|  | For the six months ended 30 June 2021 |  | For the six months ended 30 June 2020 |  | Growth |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Revenue <br> (RMB'000) | Percentage | Revenue <br> (RMB'000) | Percentage | rate \% |
| Community living services | 36,453.1 | 40.8\% | 11,389.2 | 34.5\% | 220.1\% |
| Community asset management services | 14,898.8 | 16.7\% | 4,657.0 | 14.1\% | 219.9\% |
| Online and offline retail services and catering services | 18,803.4 | 21.0\% | 10,090.5 | 30.6\% | 86.3\% |
| Marketing event organization services | 18,765.2 | 21.0\% | 6,793.0 | 20.6\% | 176.2\% |
| Community space operational services | 490.4 | 0.5\% | 82.8 | 0.2\% | 492.3\% |
| Total | 89,410.9 | 100\% | 33,012.5 | 100\% | 170.8\% |

During the Period, we obtained contracts for our lifestyle services primarily through commercial negotiations with the customers. In the first half of 2021, the revenue from lifestyle services has increased by $170.8 \%$ from RMB33.0 million for the six months ended 30 June 2020 to RMB89.4 million, among which, the revenue from community living services has increased by $220.1 \%$ from RMB11.4 million for the six months ended 30 June 2020 to RMB36.5 million for the six months ended 30 June 2021, primarily due to the increase of GFA under management. At the same time, the Company had established a Space Operation Center in 2021 to actively explore the development opportunity of community space resources and improve the business expansion effort, which resulted in a significant increase of revenue. The revenue from the community asset management service has increased by $219.9 \%$ from RMB4.7 million for the six months ended 30 June 2020 to RMB14.9 million, primarily due to (i) the launch of smart parking system in the projects under our management improving the efficiency of management on parking revenue and (ii) the increase of revenue from parking space agency services brought about by the increase of projects under management. The revenue from online and offline retail services and catering services has increased by $86.3 \%$ from RMB10.1 million for the six months ended 30 June 2020 to RMB18.8 million for the six months ended 30 June 2021, primarily due to our substantial resource investment in 2020 to expand our market share which achieved a corresponding rapid growth of revenue in 2021.

## Management Discussion and Analysis

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## PROSPECTS

## Continue to expand in the metropolitan areas and urban agglomerations in China to increase our business scale

The scale growth was one of the development focuses in the future．We will continue to expand our business in the metropolitan areas and urban agglomerations in China，especially the first－tier，new first－tier and second－tier cities in the Chengdu－Chongqing urban agglomeration and the Eastern China region，and continue to consolidate our market position in these areas．To achieve our expansion goal，we will continue to cooperate with New Hope Group and the New Hope Property Group for development．We also plan to actively seek opportunities to manage properties developed by independent third－party property developers through participating in tendering processes and through strategic acquisition and investment．We also plan to continue to expand our collaboration with independent third－ party property developers to reduce our reliance on New Hope Property Group，its joint ventures and associates and associates of our controlling shareholders while further increasing our market share．We established a cooperation development center at the headquarters level and cooperation development departments at regional company levels to develop business with independent third－party property developers．We plan to establish business relationship with independent third－party property developers by leveraging the existing relationship between the acquired property management companies and such independent third－party property developers，and seek opportunities to further procure property management service contracts for other property projects developed by them．Moreover， we aim to manage more non－residential properties，such as school property projects，public property projects and transit－oriented development（TOD）projects，to further diversify our portfolio of properties under management．

## Focusing on the residents＇desire for a better life，connect New Hope Group＇s industries to continue to enhance our lifestyle services

By focusing on the residents＇desire for a better life，we plan to focus on further developing our lifestyle services， including turnkey furnishing services，convenient living services，community asset management services，online and offline retail services and catering services，marketing event organization services and community space operational services．We will continue to strengthen our cooperation with New Hope Group to make full use of its diverse industry coverage and rich resources to expand our lifestyle services．For example，based on our understanding of the customers＇demands，we plan to explore the product supplies available from New Hope Liuhe Co．，Ltd．（新希望六和股份有限公司），New Hope Dairy Co．，（新希望乳業股份有限公司）and diversify our product offerings for our online and offline retail services and catering services and create diversified product assortment for our customers． We also plan to enhance cooperation with companies under the New Hope Group，for example，to operate canteens and provide catering services for them．We will continue to increase the scale and offerings of our lifestyle services through organic growth and external expansion and enhance the overall living experience of our property owners and residents．

In addition，based on our national service layout，as well as our successful experience in developing new services offerings in the past，we will continue to develop new lifestyle service businesses．As part of this effort，we will explore opportunities to build competitive lifestyle businesses that can provide services to customers beyond our existing customer group，such as residents living in surrounding neighborhoods or other business customers in a variety of industries．We will also look for strategic acquisition and investment opportunities to help us continuously provide competitive lifestyle services for our consumers．

## Continue to improve the service capacity of the Company to lay foundation for lifestyle service development through premium service quality, high service capacity and high satisfaction

Based on " $1+4+4$ " green living service system, we will improve customer service experience and satisfaction by matching and connecting customers' demands and resources. In particular, one basic service system refers to the adhering of "premium living services in four areas" to provide environmental protection, customer services, safety maintenance and engineering maintenance services, so as to meet customers' common living needs and requirements for refreshing visual sense. For property management, we made arrangement focusing on four functions, namely "housing inspection, gardener services, space building and intelligent services". For feeling establishment, the core was four humanistic cares, namely "blue collar care, escorting at deep night, multi-dimensional housekeeper and green living circle".

We adhere to standard management of quality, establish the protection mechanism that meets standard requirement, and continuously improve management level by regulating standard management process. Meanwhile, leveraging process and quality supervision and examination and verification management mechanism, we interfere and control the quality risks to reduce quality emergencies.

We continue to improve customer service capacity with "customer experience" as our core management benchmark, create "multi-dimensional housekeeper" that features service characteristics of New Hope, and construct core service competitiveness. By focusing on customers' demands and service experience, we gradually realize the design and creation of comprehensive intelligent scenarios for the expansion of customer channels. Focusing on the core concept of "more convenient communication, more efficient treatment and more heartfelt services", we further improve customer satisfaction.

We continue to inspire employees' service awareness and prepare learning resources that are for work scenarios and corresponding content through learning and professional empowerment. In addition, through effective inspiration, we facilitate employee development, promote creative service implementation and upgrade customer experience.

## Continue to increase investments in technologies to improve service quality as well as operating efficiency

We will continue to invest in technologies to improve our services to meet the evolving needs of customers, to build the community ecosystem, and to improve our operating efficiency. We expect to focus on the following three directions: customer service, technology empowerment, and lean management.

Customer service. We plan to upgrade our customer service platform, accelerate the development of a big data system, and improve the coverage of intelligent hardware, in an effort to further improve our service quality, enhance the customer experience and improve customer satisfaction. We plan to upgrade our customer service platform to integrate richer and more convenient one-stop services. Through "offline housekeeper + online platform" model, we can make precise match to the needs of customers and use data analysis to assist to enrich our service offerings and improve service quality. We will increase investment in technologies and expand their coverage in more projects under our management. We plan to provide customers with more intelligent and more secure technologies covering traffic control, security protection, environmental protection, and living scenarios.

Lean management. We plan to upgrade our information technology platforms to improve operating efficiency. We plan to build and optimize our smart management systems, including but not limited to financial management system and supply chain management system, and to provide data analysis to support decision-making and improve management efficiency. We will focus on the development and optimization of the systems and platforms related to our intelligent IoT system, centralized control of equipment and facilities, as well as intelligent equipment and hardware, and work order management platform, to achieve equipment automatic inspection, malfunction early warning, centralized work order assignment, work order tracking, and work order result evaluation and analysis and to further improve operational efficiency and reduce labor cost.

Business development. We plan to integrate business lines such as property management services, community space operation, commercial operational services, and community living services onto a customer service platform, backed by a single centralized background operation system and featuring a unified customer portal. We believe this will help us integrate our service offerings and allow our customers to browse and choose all of the service offerings made available to them, so as to continuously deepen community service operation.

## FINANCIAL REVIEW

## Revenue

The Group's revenue primarily generated from four business lines: (i) property management services; (ii) valueadded services to non-property owners; (iii) commercial operational services; and (iv) lifestyle services. The Group's revenue increased by RMB173.5 million or $75.7 \%$ to RMB402.8 million for the six months ended 30 June 2021 from RMB229.3 million for the six months ended 30 June 2020, which was primarily attributable to (i) the increase in revenue from property management service arising from by the increase in the GFA under management of the Group; and (ii) the increase in revenue from lifestyle services.

The following table sets forth a breakdown of our total revenue by business line during the periods indicated:

|  | For the six months ended 30 June 20212020 |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Percentage of total revenue |  | Percentage of total revenue |  |
|  | (RMB'000) | \% | (RMB'000) | \% |
| Property management services | 145,939.6 | 36.2 | 81,108.8 | 35.4 |
| Value-added services to non-property owners | 101,319.3 | 25.2 | 63,995.9 | 27.9 |
| Commercial operational services | 66,176.9 | 16.4 | 51,225.7 | 22.3 |
| Lifestyle services | 89,410.9 | 22.2 | 33,012.5 | 14.4 |
| Total | 402,846.7 | 100 | 229,342.9 | 100 |

## Management Discussion and Analysis

The property management services are our largest source of revenue. As at 30 June 2021, the revenue from property management services was RMB145.9 million, accounting for $36.2 \%$ of the Group's total revenue. This increase in revenue was primarily driven by the significant increase of revenue from property management services, which was brought about by the increase of GFA under management of the Group from 7.0 million sqm. as at 30 June 2020 to 12.5 million sqm. as at 30 June 2021.

The revenue from value-added services to non-property owners increased by 58.3\% from approximately RMB64.0 million for the six months ended 30 June 2020 to approximately RMB101.3 million for the six months ended 30 June 2021, which was mainly driven by the increase in number of real estate projects under sales, construction and delivery of New Hope Property Group in the first half of 2020.

The increase by $29.2 \%$ from RMB51.2 million for the six months ended 30 June 2020 to RMB66.2 million for the six months ended 30 June 2021 in revenue from commercial operational services was mainly due to commencement of operation of a new commercial subleasing service and the provision of marketing and positioning service of our Group for commercial property projects in the first half of 2021.

The revenue from lifestyle service increased from approximately RMB33.0 million, representing $14.4 \%$ of total revenue of the Group for the six months ended 30 June 2020 to approximately RMB89.4 million, representing $22.2 \%$ of total revenue of the Group for the six months ended 30 June 2021, which was mainly driven by the increase of revenue generated from (i) community space operational services and community asset management service and (ii) online and offline retail services and catering services and marketing event organization services. On the one hand the Group had more properties under management, which had driven the increase of the revenue from community space operational services and community asset management service, on the other hand, the Group actively invest in and expand its lifestyle services business especially in the areas of online and offline retail services and catering services and marketing event organization services during the Period.

## Cost of Sales

Our cost of sales represents costs directly attributable to the provision of our services and consist primarily of (i) staff costs; (ii) outsourced labor costs; (iii) office expenses; (iv) maintenance costs; (v) material and cost of goods sold; (vi) energy and resources expenses; (vii) cleaning expenses; (viii) depreciation and amortization charges; and (ix) all other costs of sales, which consist primarily of business consultation expenses, entertainment expenses, and costs of lowvalue consumption goods such as office supplies and stationery. For the six months ended 30 June 2021, the total cost of sales of the Group was approximately RMB231.0 million, which increased by approximately RMB101.0 million or approximately $77.8 \%$ as compared to approximately RMB130.0 million for the same period of 2020. The rate of increase in cost of sales was higher than that of our revenue, primarily because due to the increase of property management services and lifestyle services accounted for total revenue of the Group, which have a relatively lower gross profit margin.

## Gross Profit and Gross Profit Margin

The gross profit of the Group increased by RMB72.4 million or $72.9 \%$ to RMB171.8 million for the six months ended 30 June 2021 from RMB99.4 million for the six months ended 30 June 2020.

## Management Discussion and Analysis

The following table sets forth a breakdown of our gross profit and gross profit margin by business line during the periods indicated:


| Type |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Property management services | $\mathbf{4 5 , 5 4 1 . 8}$ | $\mathbf{3 1 . 2}$ | $26,214.1$ | 32.3 |  |
| Value-added services to non-property owners | $\mathbf{4 1 , 2 9 0 . 7}$ | $\mathbf{4 0 . 8}$ | $27,001.6$ | 42.2 |  |
| Commercial operational services | $\mathbf{4 3 , 4 0 3 . 5}$ | $\mathbf{6 5 . 6}$ | $35,212.1$ | 68.7 |  |
| Lifestyle services | $\mathbf{4 1 , 6 0 3 . 7}$ | $\mathbf{4 6 . 5}$ | $10,962.1$ | 33.2 |  |
| Total |  |  |  |  |  |
|  | $\mathbf{1 7 1 , 8 3 9 . 7}$ | $\mathbf{4 2 . 7}$ | $\mathbf{9 9 , 3 8 9 . 9}$ | $\mathbf{4 3 . 3}$ |  |

For the six months ended 30 June 2021, the gross profit margin of the Group decreased by 0.6 percentage points as compared with the corresponding period last year.

Our gross profit margin of property management services decreased by $1.1 \%$, primarily because we would no longer enjoy the government subsidies granted in 2020 for the COVID-19 pandemic during the Period.

Our gross profit margin of value-added services to non-property owners decreased by $1.4 \%$, which remained stable compared with corresponding period last year.

Our gross profit margin of commercial operational services decreased by $3.1 \%$, primarily due to the relatively low gross profit margin for subleasing business starting from the second half of 2020.

Our gross profit margin of lifestyle services increased by $13.3 \%$, primarily due to the increase of community space operational services and community asset management service, which have a higher gross profit margin, in the proportion of total revenue. On the other hand, the scale expansion of online and offline retail services and catering services business had resulted in the reduction of its cost and the improvement of efficiency.

## Other Net Income

The other net income of the Group increased by RMB2.1 million or $525 \%$ to RMB2.5 million for the six months ended 30 June 2021 from RMB0.4 million for the six months ended 30 June 2020, which was primarily attributable due to a policy that taxpayers who enjoy production and life service industries can enjoy an increase in tax incentives that can be deducted from the input tax plus $10 \%$.

## Administrative Expenses

Our administrative expenses include (i) staff costs; (ii) professional fees, (iii) office and business entertainment expenses; (iv) depreciation and amortization; (v) listing expenses; (vi) tax expense; and (vii) all other administrative expenses, which primarily consist of office expenses, tax expenses, hiring and training expenses, and cleaning expenses. Total administrative expenses of the Group were approximately RMB101.3 million for the six months ended 30 June 2021, which increased by approximately RMB56.0 million or approximately $123.6 \%$ as compared to approximately RMB45.3 million for the six months ended 30 June 2020. Such increase was mainly incurred in (i) costs for employees for the expansion of business and the launch of new life style service; and (ii) the listing related expenses.

## Management Discussion and Analysis

## Selling Expenses

The selling expenses of the Group increased by RMB0.9 million or $128.6 \%$ to RMB1.6 million for the six months ended 30 June 2021 from RMBO.7 million for the six months ended 30 June 2020. The increase in expenses is mainly due to expenses incurred by the Group for the expansion of its business during the Period.

## Finance Costs, Net

The finance costs of the Group decreased by RMB0.6 million or $40.0 \%$ to RMB0.9 million for the six months ended 30 June 2021 from RMB1.5 million for the six months ended 30 June 2020, which were primarily attributable to the decrease in non-recurrence for asset-backed securities related expenses in 2021.

## Incom Tax Expense

For the six months ended 30 June 2021, the income tax of the Group was approximately RMB10.9 million (for the six months ended 30 June 2020: RMB8.6 million) and the trend is consistent with the increase of profit of the Company during the Period.

## Profit for the Period

The net profit of the Group increased by approximately RMB15.4 million or approximately $35.2 \%$ to approximately RMB58.9 million for the six months ended 30 June 2021 from approximately RMB43.5 million for the six months ended 30 June 2020.

The net profit excluded the listing expenses of the Group increased by approximately RMB36.1 million or approximately $82.8 \%$ to approximately RMB79.6 million for the six months ended 30 June 2021 from approximately RMB43.5 million for the six months ended 30 June 2020.

## Core Net Profit Attributable to Owners of the Parent Company

The core net profit attributable to owners of the parent company excluded the listing expenses. The core net profit attributable to owners of the parent company increased by approximately $82.8 \%$ to approximately RMB79.6 million for the six months ended 30 June 2021 from approximately RMB43.5 million for the six months ended 30 June 2020.

## Property, Plant and Equipment

Property, plant and equipment of the Group mainly consists of machinery, vehicles, electronic equipment, office and other equipment, furniture and fixtures, and right-of-use assets. As at 30 June 2021, the Group's property, plant and equipment was approximately RMB16.0 million, a decrease by approximately RMB1.1 million from approximately RMB17.1 million as at 31 December 2020, mainly due to depreciation of fixed assets in 2021.

## Trade Receivables

Trade receivables primarily arise from the provision of property management services, value-added services to nonproperty owners, commercial operational services and lifestyle services. The Group's trade receivables as at 30 June 2021 amounted to approximately RMB171.7 million, representing an increase of approximately RMB8.5 million or $5.2 \%$ as compared to approximately RMB163.1 million as at 31 December 2020, which was consistent with the trend of income growth.

## Prepayments, Deposits and Other Receivables

Prepayment, deposits and other receivables increased by 57.1\% from RMB38.1 million as at 31 December 2020 to RMB59.9 million as at 30 June 2021, primarily due to the increase of prepayments brought by the development of our business and the increased investment in informatization construction had not been carried over to intangible assets since the acceptance conditions have yet been met.

## Trade Payables

The Group's trade payables as at 30 June 2021 amounted to approximately RMB62.9 million, representing an increase of approximately RMB19.3 million or $44.2 \%$ as compared to approximately RMB43.7 million as at 31 December 2020, which is mainly due to the development of our business.

## Other Payables and Accruals

Other payables and accruals increased by $31.6 \%$ from RMB172.2 million as at 31 December 2020 to RMB226.6 million as at 30 June 2021, primarily due to the increase amount of received deposits, security deposits with the development of our business.

## Financial Position and Capital Structure

For the six months ended 30 June 2021, the Group maintained a sound financial position.
As at 30 June 2021, the Group's current ratio (current assets/current liabilities) was 2.4 times (31 December 2020: 1.2 times) and net gearing indicated a net cash status (31 December 2020: net cash). Net gearing ratio is calculated by interest-bearing borrowings minus cash and cash equivalents, and then divided by net assets. As at 30 June 2021 and 31 December 2020, the Group did not have any outstanding interest-bearing borrowings.

## Pledge of Assets

As at 30 June 2021, none of the assets of the Group were pledged (31 December 2020: Nil).

## Contingent Liabilities

As at 30 June 2021, the Group did not have any material contingent liabilities (31 December 2020: Nil).

## Interest Rate Risk

As the Group had no significant interest-bearing assets and liabilities, the Group is not exposed to material risk directly relating to changes in market interest rate.

## Foreign Exchange Risk

The Group mainly operates its business in the PRC, and substantially all of its revenue and expenses are denominated in Renminbi. As at 30 June 2021, among the Group's cash and bank balances, RMB21.6 million and RMB0. 05 million was denominated in Hong Kong dollars and US dollars, respectively, such amounts were subject to the exchange rate fluctuation. The Group does not have any policy to hedge against foreign exchange risk. However, the Group will closely monitor its foreign exchange exposure, and strive to maintain the value of the Group's cash.

## SIGNIFICANT INVESTMENTS HELD BY THE GROUP

During the Period and as at 30 June 2021, there were no significant investments held by the Group.

## MATERIAL ACQUISITIONS AND DISPOSALS OF SUBSIDIARIES, ASSOCIATES AND JOINT VENTURE ENTERPRISES

During the Period, the Group had undergone acquisitions and disposals of subsidiaries for the purpose of the reorganization in preparation for the listing of shares (the "Share(s)") of the Company (the "Listing") on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange"). Please refer to the prospectus of the Company dated 11 May 2021 (the "Prospectus") for further details.

Save as disclosed in the Prospectus, the Company has no other significant investments or significant acquisitions or disposals of subsidiaries, associates and joint ventures during the Period.

## FUTURE PLANS FOR MATERIAL INVESTMENTS ON CAPITAL ASSETS

The Group intends to utilise the net proceeds raised from the Listing according to the plans set out in the section headed "Future Plans and Use of Proceeds" in the Prospectus. For details, please refer to section headed "Use of Net Proceeds from the Listing" below.

Save for the above, the Group did not have any other immediate plans for material investments and capital assets as at 30 June 2021.

## EMPLOYEES AND REMUNERATION POLICY

As at 30 June 2021, the Group had approximately 3,427 employees (31 December 2020: 3,442 employees). During the Period, the total staff costs were approximately RMB21.3 million (for the six months ended 30 June 2020: approximately RMB12.8 million).

In order to attract and retain high quality staff to enable smooth operation within the Group, the remuneration policy of the Group's employees are being reviewed periodically to ensure that the salary and benefit levels of the employees of the Group are competitive. The salaries and allowances of employees were determined based on their performance, experience and the then prevailing market rates. Discretionary performance bonus and share option scheme after assessments is in place for employees to reward their contributions. The Group is subject to social insurance contribution plans or other pension schemes prescribed by the local governments and is required to pay on behalf of its employees, a monthly social insurance funds covering pension fund, medical insurance, work-related injury insurance, maternity insurance and unemployment insurance, and the housing provident fund, or to contribute regularly to mandatory provident fund schemes on behalf of its employees.

The Group continues to provide adequate on-the-job trainings to employees to equip them with practical knowledge and skills. The employee training programs primarily cover key areas in the Group's business operations, which provide continuous training to its existing employees at different levels to specialize and strengthen their skill sets.

## Corporate Governance and Other Information

## COMPLIANCE WITH THE CORPORATE GOVERNANCE CODE

The Group is committed to maintaining high standards of corporate governance to safeguard the interests of our shareholders and to enhance corporate value and accountability. The Company has adopted Corporate Governance Code and Corporate Governance Report (the "CG Code") contained in Appendix 14 to the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules") as its own code of corporate governance.

In the opinion of the directors of the Company (the "Director(s)"), the Company has complied with all the code provisions as set out in the CG Code from the date of Listing (being 25 May 2021) to 30 June 2021. The Company will continue to review and monitor its corporate governance practice to ensure the compliance of the CG Code.

## COMPLIANCE WITH THE MODEL CODE FOR SECURITIES TRANSACTIONS

The Company has adopted the Model Code for Securities Transactions conducted by Directors of Listed Issuers (the "Model Code") as set out in Appendix 10 to the Listing Rules as its own Code of Conduct for securities transactions conducted by relevant Directors. After making specific enquires to all the Directors, each of them has confirmed that they have complied with the required standards set out in the Model Code from the date of Listing to 30 June 2021.

## CHANGES IN DIRECTORS' AND CHIEF EXECUTIVE'S INFORMATION

There is no information required to be disclosed pursuant to Rule 13.51B of the Listing Rules.

## SHARE OPTION SCHEME

The Company conditionally adopted a share option scheme through written shareholders' resolution on 30 April 2021 (the "Share Option Scheme"). The purpose of the Share Option Scheme is to recognize and acknowledge the contributions that the eligible participants had or may have made to the Group. The Directors believe the Share Option Scheme will enable the Group to reward the Group's employees, Directors and other selected participants for their contributions to the Group. For details of the Share Option Scheme, please refer to the section headed "Appendix V - Statutory and General Information - D. OTHER INFORMATION - 1. Share Option Scheme" in the Prospectus.

Since the date of the adoption of the Share Option Scheme and up to the end of the Period, no options have been granted, exercised, cancelled or lapsed under the Share Option Scheme, and there were no outstanding options under the Share Option Scheme.

## DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES, UNDERLYING SHARES AND DEBENTURES OF THE COMPANY OR ITS ASSOCIATED CORPORATIONS

As at 30 June 2021, the interests or short positions of the Directors or the chief executives of the Company in the Shares, underlying Shares and debentures of the Company or its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO")) which were required to be entered in the register required to be kept by the Company pursuant to section 352 of the SFO, or which were otherwise required to be notified to the Company and the Stock Exchange pursuant to the Model Code under the Listing Rules, are set out below:

## (i) Interest in our Company

| Name of Director | Nature of Interest | Number of <br> Shares | Percentage of <br> shareholding <br> interest |
| :--- | :--- | :--- | :--- |
| Mr. Zhang Minggui |  |  |  |

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## SUBSTANTIAL SHAREHOLDERS' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES OF THE COMPANY

So far as is known to the Company, as at 30 June 2021, as recorded in the register required to be kept by the Company under section 336 of the SFO, the following persons, other than a Director or chief executive of the Company, had an interest of $5 \%$ or more in the Shares or underlying Shares:

| Name | Nature of interest | Number of Shares ${ }^{(1)}$ | Percentage of shareholding interest |
| :---: | :---: | :---: | :---: |
| Adventure Way Pte. Ltd. ${ }^{(2)}$ | Protector of a discretionary trust and interest in controlled corporation | 544,800,000 (L) | 66.92\% |
| Ms. Liu Chang ${ }^{(2)}$ | Settlor of a discretionary trust and interest in controlled corporation | 544,800,000 (L) | 66.92\% |
| Mr. Liu Yonghao ${ }^{(2)}$ | Interest in controlled corporation | 544,800,000 (L) | 66.92\% |
| Medea Investments Limited ${ }^{(2)}$ | Interest in controlled corporation | 544,800,000 (L) | 66.92\% |
| Vistra Trust (Singapore) <br> Pte. Limited ${ }^{(2)}$ | Trustee of a discretionary trust | 544,800,000 (L) | 66.92\% |
| Sea Glory Developments Limited ${ }^{(2)}$ | Interest in controlled corporation | 544,800,000 (L) | 66.92\% |
| New Prosperity Development Limited ${ }^{(2)}$ | Interest in controlled corporation | 544,800,000 (L) | 66.92\% |
| Golden Rose Developments Limited ${ }^{(2)}$ | Beneficial owner | 544,800,000 (L) | 66.92\% |

## Notes:

(1) The letter "L" denotes the person's long position in the Shares.
(2) The entire issued share capital of Golden Rose Developments Limited is wholly owned by New Prosperity Development Limited, which is in turn indirectly wholly owned by Sea Glory Developments Limited, a special purpose holding vehicle wholly owned by Vistra Trust (Singapore) Pte. Limited, the trustee of the Cathaya Trust. The Cathaya Trust is an irrevocable discretionary trust for the benefit of Mr. Liu's family members. The protector of the Cathaya Trust is Adventure Way Pte. Ltd., which is directly and indirectly wholly owned by Mr. Liu Yonghao and Ms. Liu Chang through Medea Investments Limited. By virtue of the Acting in Concert Deed, Mr. Liu Yonghao and Ms. Liu Chang both have a deemed interest under the SFO in the Shares held by Adventure Way Pte. Ltd. in its capacity as the protector of the Cathaya Trust. Vistra Trust (Singapore) Pte. Limited has a deemed interest under the SFO in the Shares held by the Cathaya Trust in its capacity as trustee of the Cathaya Trust. Accordingly, each of Mr. Liu Yonghao, Ms. Liu Chang, Medea Investments Limited, Adventure Way Pte. Ltd., Vistra Trust (Singapore) Pte. Limited, Sea Glory Developments Limited, New Prosperity Development Limited has a deemed interest under the SFO in the Shares held by Golden Rose Developments Limited.

## INTERIM DIVIDEND

The Board did not recommend the payment of an interim dividend for the six months ended 30 June 2021.

## USE OF NET PROCEEDS FROM THE LISTING

The Shares were listed on the Stock Exchange on 25 May 2021 and the over-allotment option was partially exercised on 11 June 2021. The Company intends to utilize the net proceeds from the Listing according to the plans set out in the section headed "Future Plans and Use of Proceeds" in the Prospectus. Net proceeds from the Listing (including the partial exercise of the over-allotment option), after deducting the underwriting commission and other estimated expenses in connection with the Listing, amounted to approximately HK $\$ 790.0$ million (equivalent to approximately RMB648.7 million). As at 30 June 2021, an analysis of the utilisation of net proceeds from the Listing is as follows:



|  | \% of |  |  |  | \% of |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Major Cateoories | Total Proceeds | Amount <br> (HKS in <br> milions) | Sub. catecocies | Specific Plans | Total <br> Proceeds | 30 June <br> 2021 (HKS in <br> millions) | 30 June <br> 2021 (HKS in milions) | Jul: Dec. 2021 | Jan:.un. <br> 2022 | Jul. Dec. <br> 2022 | Jan.Jun 2023 | Jul: Dec 2023 |

$\begin{array}{llllllllllllllllll}\text { Uoprade } & 15.0 \% & 1185 & & 11\end{array}$ information
system and
system incuding, among others, (i) data middeground equipment

|  | \% of |  |  |  | \% of | Actual use of net proceeds from the date of Lising to | Unutilised <br> net <br> proceeds <br> as at |  | timérime | $\begin{aligned} & \text { the intende } \\ & \text { Sin milion } \end{aligned}$ | re of net proc |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Major <br> Cateocries | Total Proceeds | Amount <br> (HKS in <br> milions) | Subcatecocies | Spectic Plans | Total Proceeds | 30 June <br> 2021 <br> (HKS in <br> millons) | 30 lune <br> 2021 <br> (HKS in <br> millons) | Jul.Dec. 2021 | \|an:Jun. 2022 | Jul: Dec. <br> 2022 | Jan. Jun. 2023 | Jul Dec. <br> 2023 |



|  |  | Human <br> resorces <br> tosupport <br> information <br> tectrooogy <br> upgades | We pan to eccuit information technology and management professionas, inculding, among others, reseach and development engineers and managees, product managess and project managees <br> Spectically, we plan to reccuit approximately five to 10 technical experts and product experts with anual saldy of aproximately RMB300,000 to RMB600,000 per peeson, whose work assignment would encompass developing and opimiming intelligent loT system | 3.\% |  | 23.7 |  | 6 | 5.9 | 5.9 | 5.9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Taent <br> recuitment <br> and team <br> builing | 5.0\% | 39.5 NA | We plan to reccuit approximatey 200 to 000 indvidudus for various positions, including managemenent traneses senior management, professional for our property management serices to non-residertial properties such a s school and hospitas, our lifestyle senices, our band operation, business development and strategic acquistion and investment and seleral popeessional managees for our regional companies, in order to suppoot our business | 5.\% |  | 39.4 | - | 9.8 | 9.8 | 9.9 | 9.9 |
|  |  |  | We expect our hiring policy to continue to follow our histoica h hing policies. We generally do not require working experience for managemenent tranees, but would require certain years of feelanat working experience for other oositions depending on the senioity of the position. We would reaure or prefer the candidades to hod reelvant qualifications and credentias for positions that reauire cetain professional skils, such as programning, accounting, and others. The annual sadary for an individua hire would range foom RMB6O,00O to RMB500,000, depending on the positions and the specific case of each hire |  |  |  |  |  |  |  |  |

- 



| Woking capital | 10.0\% | 79.0 N/ | We expect to have increasing needs for working capital as a result of our expected rapid and organic expansion as well as diversifing senvice offerings and property portfolio under management | 10.0\% | 0.2 | 78.8 | 78.8 | - | - | - |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 100.0\% | 790.0 |  | 100.0\% | 0.2 | 789.8 | 4433 | 184.1 | 103.5 | 27.5 |

The remaining net proceeds raised from Listing which had not been utilized were deposited with well-established and licensed commercial banks and authorized financial institutions. The expected timeframe for the unutilised net proceeds is based on the Directors' best estimation barring unforeseen circumstances, and would be subject to change based on the future development of the Company's business and the market conditions.

## PURCHASE, SALE OR REDEMPTION OF THE LISTED SECURITIES OF THE COMPANY

Except for the Company's Global Offering (including the partial exercise of over-allotment options) as defined and described in the Prospectus and the announcement of the Company dated 16 June 2021, the Company and its subsidiaries did not purchase, sell or redeem any of the listed securities of the Company from 1 January 2021 to the date of this interim report.

## CONTINUING DISCLOSURE OBLIGATIONS PURSUANT TO THE LISTING RULES

The Company does not have any disclosure obligations under Rules 13.20, 13.21 and 13.22 of the Listing Rules.

## SUFFICIENCY OF PUBLIC FLOAT

Based on the information publicly available to the Company and to the knowledge of the Directors of the Company, the Shares in public hands are no less than $25 \%$ of the entire share capital in issue as at the date of this interim report.

## SUBSEQUENT EVENTS

No material events were taken place subsequent to 30 June 2021 and up to this interim report.

## AUDIT COMMITTEE

The audit committee of the Company, together with the management of the Company, has reviewed this interim report and the unaudited condensed consolidated interim results for the six months ended 30 June 2021. The audit committee has also reviewed the effectiveness of risk management and internal control system of the Company, and considered the risk management and internal control system to be effective and adequate.

# TO THE BOARD OF DIRECTORS OF NEW HOPE SERVICE HOLDINGS LIMITED 

(Incorporated in the Cayman Islands with limited liability)

## Introduction

We have reviewed the interim financial report set out on pages 32 to 52 which comprises the consolidated statement of financial position of New Hope Service Holdings Limited (the "Company") as of 30 June 2021 and the related consolidated statement of profit or loss and other comprehensive income, consolidated statement of changes in equity and condensed consolidated cash flow statement for the six month period then ended and explanatory notes. The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited require the preparation of an interim financial report to be in compliance with the relevant provisions thereof and International Accounting Standard 34, Interim financial reporting, issued by the International Accounting Standards Board. The directors are responsible for the preparation and presentation of the interim financial report in accordance with International Accounting Standard 34.

Our responsibility is to form a conclusion, based on our review, on the interim financial report and to report our conclusion solely to you, as a body, in accordance with our agreed terms of engagement, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

## Scope of review

We conducted our review in accordance with Hong Kong Standard on Review Engagements 2410, Review of interim financial information performed by the independent auditor of the entity, issued by the Hong Kong Institute of Certified Public Accountants. A review of the interim financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Hong Kong Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

## Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the interim financial report as at 30 June 2021 is not prepared, in all material respects, in accordance with International Accounting Standard 34, Interim financial reporting.

## Other matter

Without modifying our review conclusion, we draw your attention that the comparative consolidated statement of profit or loss and other comprehensive income and the comparative consolidated statement of changes in equity and the consolidated cash flow statement for the six months ended 30 June 2020 and related notes disclosed in the interim financial report have not been reviewed in accordance with Hong Kong Standard on Review Engagement 2410.

## KPMG

Certified Public Accountants
8th Floor, Prince's Building
10 Chater Road
Central, Hong Kong
20 August 2021

## Consolidated statement of profit or loss and other comprehensive income

for the six months ended 30 June 2021 - unaudited
(Expressed in Renminbi ("RMB"))


## Consolidated statement of financial position

at 30 June 2021 - unaudited (Expressed in RMB)


Non-current assets

| Investment properties | 9 |
| :--- | :---: |
| Property, plant and equipment | 10 |
| Intangible assets |  |
| Interests in an associate |  |
| Other financial assets |  |
| Deferred tax assets |  |

## Current assets

## Inventories

Due from related companies
Prepayments, deposits and other receivables 11
Trade receivables
12
Current tax recoverable
Cash and cash equivalents
13

## Current liabilities

Trade payables
Other payables and accruals 15
Contract liabilities 16
Due to related companies
Current taxation
Lease liabilities

## Net current assets

## Total assets less current liabilities

31 December
2020 RMB'000

| 104,536 | 71,680 |
| :---: | :---: |
| 16,046 | 17,098 |
| 9,424 | 5,799 |
| 1,917 | 1,643 |
| 30 | 30 |
| 5,613 | 7,386 |
| 137,566 | 103,636 |
| 435 | 299 |
| - | 173,402 |
| 59,899 | 38,122 |
| 171,651 | 163,103 |
| 10,958 | - |
| 1,073,837 | 112,614 |
| 1,316,780 | 487,540 |
| 62,945 | 43,653 |
| 226,557 | 172,175 |
| 238,633 | 161,706 |
| 2,050 | 43 |
| - | 12,174 |
| 9,378 | 7,245 |
| 539,563 | 396,996 |
| 777,217 | 90,544 |
| 914,783 | 194,180 |



[^1]Consolidated statement of changes in equity
for the six months ended 30 June 2021 - unaudited (Expressed in RMB)

|  |  | Share capital RMB'000 | Share premium RMB'000 | Capital reserve RMB'000 | Statutory surplus reserves RMB'000 | Retained profits RMB'000 | Total equity RMB'000 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Balance at 1 January 2020 |  | - | - | 62,994 | 7,065 | 353,175 | 423,234 |
| Changes in equity for the six months ended 30 June 2020: |  |  |  |  |  |  |  |
| Profit and total comprehensive income for the period |  | - | - | - | - | 43,548 | 43,548 |
| Balance at 30 June 2020 and 1 July 2020 |  | - | - | 62,994 | 7,065 | 396,723 | 466,782 |
| Changes in equity for the six months ended 31 December 2020: |  |  |  |  |  |  |  |
| Profit and total comprehensive income for the period |  | - | - | - | - | 66,222 | 66,222 |
| Issue of shares | $17(b)$ | * | - | - | - | - | * |
| Equity settled share-based payments |  | - | - | 7,357 | - | - | 7,357 |
| Appropriation to statutory reserve |  | - | - | - | 9,537 | $(9,537)$ | - |
| Consideration paid for business combinations under common control |  | - | - | - | - | $(79,350)$ | $(79,350)$ |
| Dividends declared to the then shareholders | 17(a) | - | - | - | - | $\underline{(315,713)}$ | $(315,713)$ |
| Balance at 31 December 2020 |  | * | - | 70,351 | 16,602 | 58,345 | 145,298 |

* The balance represents an amount less than RMB1,000.

Consolidated statement of changes in equity
for the six months ended 30 June 2021 - unaudited (Expressed in RMB)

|  |  | $\begin{array}{r} \text { Share } \\ \text { Capital } \\ \text { RMB'000 } \\ \text { (note } 17(\mathrm{~b}) \text { ) } \end{array}$ |  | Capital reserve RMB'000 | Statutory surplus reserves RMB'000 | Exchange reserve RMB'000 | $\begin{array}{r} \text { Retained } \\ \text { profits } \\ \text { RMB' }^{\prime} 000 \end{array}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Balance at 1 January 2021 |  | * | - | 70,351 | 16,602 | - | 58,345 | 145,298 |
| Changes in equity for the six months ended 30 June 2021: |  |  |  |  |  |  |  |  |
| Profit for the period |  | - | - | - | - | - | 58,897 | 58,897 |
| Other comprehensive income |  | - | - | - | - | (23) | - | (23) |
| Profit and total comprehensive income for the period |  | - | - | - | - | (23) | 58,897 | 58,874 |
| Issue of shares | 17(b) | * | 114,803 | - | - | - | - | 114,803 |
| Capitalisation issue | 17(b) | 4,968 | $(4,968)$ | - | - | - | - | - |
| Issue of ordinary shares upon initial public offering, net of issuing costs | 17(b) | 1,773 | 640,201 | - | - | - | - | 641,974 |
| Deemed distribution (note (i)) |  | - | - | $(115,097)$ | - | - | - | $(115,097)$ |
| Balance at 30 June 2021 |  | 6,741 | 750,036 | $(44,746)$ | 16,602 | (23) | 117,242 | 845,852 |

[^2]for the six months ended 30 June 2021 - unaudited
(Expressed in RMB)


## Operating activities

Cash generated from operations
Income taxes paid

Net cash generated from operating activities

## Investing activities

Interest received
Proceeds on disposal of property, plant and equipment
Purchases of property, plant and equipment
Purchases of intangible assets
Repayment of advances to related parties

Net cash generated from investing activities

## Financing activities

Proceeds from issue of shares
Proceeds from issue of ordinary shares upon initial public offering, net of issuing costs
Deemed distribution arising from the reorganisation
Repayment of long-term borrowings
Capital element of leases rentals paid
Interest element of leases rentals paid
Interests paid
Advances from/(repayment of advances from) related parties Listing expense paid

Net cash generated/(used in) from financing activities

Net increase in cash and cash equivalents
Cash and cash equivalents at 1 January
13

Effect of foreign exchange rate changes

Cash and cash equivalents at 30 June
13

| $\begin{gathered} 181,485 \\ (21,477) \end{gathered}$ | $\begin{gathered} 92,959 \\ (2,982) \end{gathered}$ |
| :---: | :---: |
| 160,008 | 89,977 |
| 1,340 | 1,161 |
| 384 | - |
| $(15,936)$ | $(5,455)$ |
| $(4,377)$ | (875) |
| 173,402 | 89,567 |
| 154,813 | 84,398 |
| 114,803 | - |
| 648,676 |  |
| $(115,097)$ | - |
| - | $(50,120)$ |
| (211) | $(3,558)$ |
| (25) | (437) |
| $(1,254)$ | $(22,700)$ |
| 2,007 | $(8,901)$ |
| $(2,605)$ | - |
| 646,294 | $(85,716)$ |
| 961,115 | 88,659 |
| 112,614 | 49,347 |
| 108 | - |
| 1,073,837 | 138,006 |

# Notes to the unaudited interim financial report 

(Expressed in RMB unless otherwise indicated)

## 1 Corporation information

New Hope Service Holdings Limited (the "Company") was incorporated in the Cayman Islands on 5 November 2020 as an exempted company with limited liability under the Companies Law, Cap 22 (Law 3 of 1961, as consolidated and revised) of the Cayman Islands.

The Company is an investment holding company and has not carried on any business operations since the date of its incorporation. The Company and its subsidiaries (together, "the Group") are principally engaged in property management services, value-added services to non-property owners, commercial operational services and lifestyle in the People's Republic of China (the "PRC"). The Company's shares were listed on the Main Board of the Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 25 May 2021.

The immediate parent of the Group is Golden Rose Developments Limited, a company incorporated under the laws of British Virgin Islands ("BVI"). The ultimate controlling party of the Group are Mr. Liu Yonghao and Ms. Liu Chang (collectively the "Ultimate Owners").

## 2 Basis of preparation

This interim financial report of the Company has been prepared in accordance with the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, including compliance with International Accounting Standard ("IAS") 34, Interim Financial Reporting, issued by the International Accounting Standards Board ("IASB"). It was authorised for issue on 20 August 2021.

The interim financial report has been prepared in accordance with the same accounting policies adopted in the historical financial information included in the accountants' report disclosed in the appendix I ("Appendix $I^{\prime \prime}$ ) to the Prospectus except for the accounting policy changes that are expected to be reflected in the 2021 annual financial statements. Details of any changes in accounting policies are set out in note 3.

The preparation of an interim financial report in conformity with IAS 34 requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates.

This interim financial report contains condensed consolidated financial statements and selected explanatory notes. The notes include an explanation of events and transactions that are significant to an understanding of the changes in financial position and performance of the Group since the historical financial information included in Appendix I to the Prospectus. The condensed consolidated interim financial statements and notes thereon do not include all of the information required for a full set of financial statements prepared in accordance with International Financial Reporting Standards ("IFRSs").

The interim financial report is unaudited, but has been reviewed by KPMG in accordance with Hong Kong Standard on Review Engagements 2410, Review of interim financial information performed by the independent auditor of the entity, issued by the HKICPA. KPMG's independent review report to the Board of Directors is included on page 31.

The financial information relating to the financial year ended 31 December 2020 that is included in the interim financial report as comparative information does not constitute the Company's statutory annual consolidated financial statements for that financial year but is derived from the financial information for the year ended 31 December 2020 included in Appendix I of the Prospectus.

## 3 Changes in accounting policies

The Group has applied the following amendments to IFRSs issued by the HKICPA to this interim financial report for the current accounting period:

- Amendment to IFRS 16, Covid-19-related rent concessions beyond 30 June 2021
- Amendments to IFRS 9, HKAS 39, IFRS 7, IFRS 4 and IFRS 16, Interest rate benchmark reform - phase 2

None of these developments have had a material effect on how the Group's results and financial position for the current or prior periods have been prepared or presented in this interim financial report. The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

## 4 Revenue and segment reporting

## (a) Revenue

The principal activities of the Group are property management services, value-added services to nonproperty owners, commercial operational services and lifestyle services.
(i) Disaggregation of revenue

| Six months ended 30 June |  |  |
| :---: | :---: | ---: |
| 2021 | 2020 |  |
| RMB' $^{\prime} 000$ | RMB' $^{\prime} 000$ |  |

## Type of Revenue

Revenue from contracts with customers within the scope of IFRS 15

- Over time 321,251 195,948
- A point in time

68,796
27,369

Revenue from other sources

- Rental income from investment properties

Total

## Type of services

- Property management services
- Value-added services to non-property owners
- Commercial operational services
- Lifestyle services

Total

| $\begin{array}{r} 321,251 \\ 68,796 \end{array}$ | $\begin{array}{r} 195,948 \\ 27,369 \end{array}$ |
| :---: | :---: |
| 12,800 | 6,026 |
| 402,847 | 229,343 |
| 145,940 | 81,109 |
| 101,319 | 63,996 |
| 66,177 | 51,226 |
| 89,411 | 33,012 |
| 402,847 | 229,343 |

For the six months ended 30 June 2020 and 2021, revenue from New Hope Group Co., Ltd. and its subsidiaries contributed $22.3 \%$ and $21.1 \%$, respectively of the Group's revenue. Other than New Hope Group Co., Ltd. and its subsidiaries, the Group's customer base is diversified and none of them contributed $10 \%$ or more of the Group's revenue during the reporting period.

## Notes to the unaudited interim financial report

(Expressed in RMB unless otherwise indicated)

## 4 Revenue and segment reporting (continued)

## (a) Revenue (continued)

(ii) Revenue expected to be recognised in the future arising from contracts with customers in existence at the reporting date

For property management services, value-added services to non-property owners and commercial operational services, the Group recognises revenue when the services are provided on monthly basis and recognises to which the Group has a right to invoice and that corresponds directly with the value of performance completed. The Group has elected the practical expedient for not to disclose the remaining performance obligations for this type of contracts.

For lifestyle services, there is no significant unsatisfied performance obligation at the end of respective reporting periods.

## (b) Segment reporting

The Group manages its businesses by divisions, which are organised by a mixture of business lines. In a manner consistent with the way in which information is reported internally to the Group's most senior executive management for the purposes of resource allocation and performance assessment. The accounting policies applied in determining segment revenue and segment results of the operating segments are the same as the Group's accounting policies. Segment results represent the profit earned by each segment without allocation of central administrative costs. The chief operating decision maker ('CODM') considers the Group has four operating and reportable segments which are based on the internal organisation and reporting structure. This is the basis upon which the Group is organised.

The Group's operating and reportable segments are as follows:

- Property management services: this segment provides property management services to residential properties, commercial properties and other types of non-residential properties.
- Value-added services to non-property owners: this segment provides value-added services to non-property owners, including preliminary planning, design consultancy and pre-delivery services and sales office management.
- Commercial operational services: this segment provides market research and positioning and tenant sourcing services and commercial operation services and commercial properties leasing.
- Lifestyle services: this segment provides community operation services and community asset management services and online and offline retail services and catering services and marketing consultancy services and community space operational services.

Revenue and expenses are allocated to the reportable segments with reference to sales generated by those segments and the expenses incurred by those segments or which otherwise arise from the depreciation or amortisation of assets attributable to those segments. Central administrative expenses or assistance provided by one segment to the other, including sharing of assets and technical knowhow, is not measure in respective operating segment. The measure used for reporting segment profit is gross profit.

No analysis of segment assets and segment liabilities is presented as these information are not regularly provided to the CODM for review.

## 4 Revenue and segment reporting (continued)

## (b) Segment reporting (continued)

The following is an analysis of the Group's revenue and results by operating and reportable segment:


For the six months ended 30 June 2021

| Segment revenue | 145,940 | 101,319 | 66,177 | 89,411 | 402,847 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Segment gross profits | 45,542 | 41,291 | 43,403 | 41,604 | 171,840 |
| Central administrative costs |  |  |  |  | $(102,036)$ |
| Profit before taxation |  |  |  |  | 69,804 |


| Property | Value-added |  |  |  |
| ---: | ---: | ---: | ---: | ---: | ---: |
| services to |  |  |  |  |
| management | Commercial |  |  |  |
| non-property | operational | Lifestyle |  |  |
| services | owners | services | services | Total |
| RMB' $^{\prime} 000$ | RMB' $^{\prime} 000$ | RMB' $^{\prime} 000$ | RMB' $^{\prime} 000$ | RMB' 000 |

For the six months ended 30 June 2020

| Segment revenue | 81,109 | 63,996 | 51,226 | 33,012 | 229,343 |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  |  |  |  |  |  |  |  |

## 5 Other net income

|  | Six months ended 30 June |  |
| :---: | :---: | :---: |
|  | 2021 | 2020 |
|  | RMB'000 | RMB'000 |
| Government grants | 2,042 | 1,991 |
| Valuation losses on investment properties | $(1,743)$ | $(2,815)$ |
| Others | 2,166 | 1,235 |
| Total | 2,465 | 411 |

## 6 Profit before taxation

Profit before taxation is arrived at after charging:

## (a) Finance costs, net

|  | Six months e 2021 <br> RMB'000 | $\begin{aligned} & \text { June } \\ & 2020 \\ & \text { RMB' }^{\prime} 000 \end{aligned}$ |
| :---: | :---: | :---: |
| Interest income | $(1,340)$ | $(21,243)$ |
| Interest expenses | - | 21,982 |
| Interest on lease liabilities | 2,054 | 477 |
| Others | 142 | 305 |
| Total | 856 | 1,521 |

(b) Staff costs

|  | Six months $2021$ <br> RMB'000 | June $2020$ <br> RMB'000 |
| :---: | :---: | :---: |
| Salaries, wages and other benefits | 204,140 | 125,473 |
| Contributions to defined contribution retirement plan | 8,683 | 2,685 |
| Total | 212,823 | 128,158 |

## 6 Profit before taxation (continued)

## (c) Other items

|  | Six months ended 30 June |  |
| :--- | ---: | ---: |
|  | 2021 | 2020 |
|  | RMB $^{\prime} 000$ | RMB' $^{\prime} 000$ |
|  |  |  |
| Amortisation of intangible assets | 909 | 676 |
| Depreciation charge of property, plant and equipment | 3,004 | 2,753 |
| Expected credit loss on financial assets | 1,040 | 124 |
| Listing expenses | 24,371 | - |
| Expenses relating to short-term leases | 1,600 | 1,686 |

## 7 Income tax

(a) Taxation in the consolidated statement of profit or loss and other comprehensive income represents:

| Six months ended 30 June |  |
| ---: | ---: | ---: |
| 2021 | 2020 |
| RMB'000 $^{\prime}$ | RMB' $^{\prime} 000$ |

## Current tax - PRC Corporate Income Tax

Provision for the period

## Deferred tax

Origination and reversal of temporary differences

9,303

1,604

10,907

8,606

8,636

Pursuant to the tax rules and regulations of the Cayman Islands and the BVI, the Group is not subject to any income tax in the Cayman Islands and the BVI.

No provision for Hong Kong Profits Tax has been made as the Group did not earn any income subject to Hong Kong Profits Tax during the reporting period.

The provision for PRC current income tax is based on a statutory rate of $25 \%$ of the assessable profit as determined in accordance with the relevant income tax rules and regulations of the PRC.

Certain subsidiaries of the Group established in the PRC obtained approval from the respective tax bureau that they are entitled to tax benefits applicable to entities under the Western Region Development Plan of the PRC, and enjoy a preferential PRC Corporate Income Tax rate of $15 \%$ till 31 December 2030.

Certain subsidiaries have been approved as Small Low-profit Enterprises ("SLE"). The entitled subsidiaries are subject to a preferential income tax rate of $5 \%$ or $10 \%$ in certain years.

## Notes to the unaudited interim financial report

(Expressed in RMB unless otherwise indicated)

## 8 Earnings per share

| Six months ended 30 June |  |
| ---: | ---: | ---: | ---: |
| 2021 | 2020 |
| RMB'000 |  |

Profits
Profit attributable to equity shareholders of the Company
58,897
43,548

|  | Six months $2021$ '000 | une <br> 2020 <br> '000 |
| :---: | :---: | :---: |
| Number of shares |  |  |
| Weighted average number of ordinary shares | 640,706 | 562,800 |

Weighted average of $640,706,000$ ordinary shares for the six months ended 30 June 2021, includes the weighted average of $200,000,000$ ordinary shares and $14,126,000$ ordinary shares issued immediately after the completion of placing and the exercise of the over-allotment option, in addition to the 600,000,000 ordinary shares, being the number of shares in issue immediately after the completion of capitalisation issue in May 2021 as detailed in Note 17, deemed to have been issued throughout the year ended 31 December 2020 and the period from 1 January 2021 to the date before the capitalisation issue, adjusted by the shares issued by the Group in 2020 and 2021.

Diluted earnings per share were the same as the basic earnings per share as the Group had no dilutive potential shares for the six months ended 30 June 2021 and 2020.

## 9 Investment properties

| Leased |  |  |
| ---: | ---: | ---: | ---: |
| Properties - | Right-of-use |  |
| owned | assets | Total |
| RMB' $^{\prime} 000$ | RMB' $^{\prime} 000$ | RMB'000 $^{\prime}$ |

## Fair value

| At 31 December 2020 | 13,291 | 58,389 | 71,680 |
| :--- | ---: | ---: | ---: |
| Additions | 12,814 | 21,785 | 34,599 |
| Change in fair value | 1,754 | $(3,497)$ | $(1,743)$ |
|  |  |  |  |
| At 30 June 2021 |  | 27,859 | 76,677 |
|  |  |  | 104,536 |

## 9 Investment properties (continued)

## (a) Right-of-use assets

During the reporting period, the Group leased certain commercial properties located in Kunming, Wenzhou, and Chengdu the PRC, from property owners and subleased to tenants through operating leases to earn rental income. The right-of-use assets of the leases are determined to meet the definition of investment property.

## (b) Fair value of properties

The following table presents the fair value of the Group's properties measured at the end of the reporting period on a recurring basis, categorized into the three-level fair value hierarchy as defined in IFRS 13, Fair value measurement. The level into which a fair value measurement is classified is determined with reference to the observability and significance of the inputs used in the valuation technique as follows:

- Level 1 valuations: Fair value measured using only Level 1 inputs i.e. unadjusted quoted prices in active markets for identical assets or liabilities at the measurement date
- Level 2 valuations: Fair value measured using Level 2 inputs i.e. observable inputs which fail to meet Level 1, and not using significant unobservable inputs. Unobservable inputs are inputs for which market data are not available
- Level 3 valuations: Fair value measured using significant unobservable inputs

| Fair value as at | Fair value as at |
| ---: | ---: | ---: |
| 30 June | 31 December |
| 2021 | 2020 |
| RMB'000 $^{\prime}$ | RMB'000 |

Investment properties located in the PRC
Level 3
104,536
71,680

During the period ended 30 June 2021, there were no transfers between Level 1 and Level 2, or transfers into or out of Level 3. The Group's policy is to recognise transfers between levels of fair value hierarchy as at the end of the reporting period in which they occur.

## Notes to the unaudited interim financial report

(Expressed in RMB unless otherwise indicated)

## 9 Investment properties (continued)

## (b) Fair value of properties (continued)

All of the Group's investment properties were revalued as at 30 June 2021. The following table gives information about how the fair values of these investment properties are determined (in particular, the valuation techniques and inputs used).

|  | Valuation techniques | Unobservable input | Range |
| :---: | :---: | :---: | :---: |
| Investment properties |  |  |  |
| - Car parks | Market approach | Market transaction price | Market price per sq.m., <br> 30 June 2021: <br> RMB1,176-RMB1,970 <br> 31 December 2020: <br> RMB1,543-RMB2,983 |
| - Retail stores | Income approach | Capitalisation rate | Capitalisation rate, 30 June 2021: 6\% 31 December 2020: 6\% |

The fair value of investment properties is based on determined income approach or market approach. Under the income approach, the fair value of investment properties is estimated based on capitalisation rate, unit rent and remaining lease term. The unit rent mainly made reference to the rents in existing lease. Under the market approach, the fair value is estimated based on comparable transactions for properties in similar location, accessibility, age, quality, size and other factors.

## 10 Property, plant and equipment

During the six months ended 30 June 2021, the Group acquired items of plant and machinery with a cost of RMB7,677,000 (2020: RMB14,201,000). Items of plant and machinery with a net book value of RMB384,000 were disposed of during the six months ended 30 June 2021 (2020: RMB1,015,000), resulting in a loss on disposal of nil (six months ended 30 June 2020: nil).

11 Prepayments, deposits and other receivables

|  | $\begin{array}{r} \text { At } 30 \text { June } \\ 2021 \\ \text { RMB' }^{\prime} 000 \\ \hline \end{array}$ | $\begin{array}{r} \text { At } 31 \text { December } \\ 2020 \\ \text { RMB }^{\prime} 000 \end{array}$ |
| :---: | :---: | :---: |
| Prepaid other taxes | 4,274 | 664 |
| Prepayments | 14,376 | 10,620 |
| Receivables from tenants and staff | 11,794 | 10,336 |
| Deposits | 8,656 | 7,211 |
| Other receivables | 21,297 | 9,977 |
| Less: Allowance for other receivables | (498) | (686) |
|  | 59,899 | 38,122 |

## 12 Trade receivables

|  | $\begin{array}{r} \text { At } 30 \text { June } \\ 2021 \\ \text { RMB' }^{\prime} 000 \\ \hline \end{array}$ | At 31 December 2020 RMB $^{\prime} 000$ |
| :---: | :---: | :---: |
| Trade receivables from related companies | 47,694 | 74,183 |
| Trade receivables from external customers | 126,675 | 90,715 |
| Less: Allowance for trade receivables | $(2,718)$ | $(1,795)$ |
|  | 171,651 | 163,103 |

## (a) Ageing analysis

As of the end of each reporting period, the ageing analysis of trade receivable based on the date of revenue recognition and net of allowance for impairment of trade receivables is as follows:
At 30 June

2021 | At 31 December |
| ---: |
| 2020 |
| RMB'000 |

## 13 Cash and cash equivalents

At 30 June

2021 | At 31 December |
| ---: |
| 2020 |
| RMB' $^{\prime} 000$ |

## 14 Trade payables

As of the end of the reporting period, the ageing analysis of trade creditors and bills payables, based on the invoice date, is as follows:

|  | At 30 June <br> 2021 | At 31 December <br> 2020 <br> RMB'000 |
| :--- | ---: | ---: |
| RMB'000 |  |  |

## 15 Other payables

| At 30 June |  |
| :--- | ---: | ---: |
| 2021 | At 31 December |
| 2020 |  |
| RMB'000 |  |

## 16 Contract liabilities

At 30 June

2021 | At 31 December |
| ---: |
| 2020 |
| RMB'000 |

## 17 Capital, reserves and dividends

## (a) Dividends

No dividend has been declared by the Company for the six months ended 30 June 2021.
Dividends of RMB315,713,000 have been declared and fully paid by the Group to the then shareholders during the year ended 31 December 2020.

## (b) Share capital

## Authorised share capital

The Company was incorporated in the Cayman Islands as an exempted company with limited liability on 5 November 2020. As of the date of incorporation, the authorised share capital was HK $\$ 380,000$ divided into 38,000,000 ordinary shares with par value of HK\$0.01 each.

In accordance with the shareholders' resolution of the Company passed on 30 April 2021, the authorised share capital of the Company is increased from HK $\$ 380,000$ to HK $\$ 25,000,000$ divided into $2,500,000,000$ shares with par value of HK $\$ 0.01$ each.

Issued share capital
Ordinary shares, Issued and fully paid

|  | Note | No. of shares | RMB |  |
| :--- | ---: | ---: | ---: | ---: |
| At 1 January 2021 | (i) | 100 | 1 |  |
| Issuance of shares | (i) | 9,900 | 83 |  |
| Capitalisation issue <br> Issuance of ordinary shares upon <br> initial public offering | (ii) | $599,990,000$ | $4,967,557$ |  |
| Partial exercise of over-allotment option | (iii) | $200,000,000$ | $1,655,880$ |  |
|  | (iv) | $14,126,000$ | 117,455 |  |
| At 30 June 2021 |  |  | $814,126,000$ | $6,740,976$ |

## 17 Capital, reserves and dividends (continued)

## (b) Share capital (continued)

Issued share capital (continued)
Ordinary shares, Issued and fully paid (continued)
(i) Issuance of shares

As of the date of incorporation, one share was issued and allotted to a shareholder of the Company. On the same date, the Company further issued and allotted 99 shares with par value of $\mathrm{HK} \$ 0.01$ each to a shareholder of the Company.

On 8 January 2021, 8,980 shares, 620 shares and 300 shares were issued and allotted to shareholders of the Company with par value of HK\$0.01 each.
(ii) Capitalisation of shares

Pursuant to the resolutions of the shareholders passed on 30 April 2021, the directors were authorised to allot and issue a total of 599,990,000 shares, by way of capitalisation of the sum of $H K \$ 5,999,900$ (equivalent to $\mathrm{RMB} 4,968,000$ ) standing to the credit of the share premium account of the Company, credited as fully paid at the close of business on the business day immediately preceding the listing date to the shareholders as appearing on the register of members of the Company in proportion to their respective shareholdings.
(iii) Issuance of ordinary shares upon initial public offering

On 25 May 2021, the Company issued 200,000,000 shares with par value of HK\$0.01, at a price of HK $\$ 3.80$ per share by initial public offering. Net proceeds from such issue amounted to HK $\$ 722,818,000$ (equivalent to RMB598,450,000) out of which $H K \$ 2,000,000$ (equivalent to RMB1,656,000) and HK $\$ 720,818,000$ (equivalent to RMB596,794,000) were recorded in share capital and share premium respectively.
(iv) Partial exercise of over-allotment option

On 21 June 2021, pursuant to the partial exercise of the over-allotment option, the Company allotted and issued $14,126,000$ shares with par value of $\mathrm{HK} \$ 0.01$, at a price of $\mathrm{HK} \$ 3.80$ per share. Net proceeds from such issue amounted to HK $\$ 52,345,000$ (equivalent to RMB43,524,000) out of which HK $\$ 141,000$ (equivalent to RMB117,000) and HK\$52,205,000 (equivalent to $\mathrm{RMB} 43,407,000$ ) were recorded in share capital and share premium respectively.

## (c) Share premium

Share premium represents the difference between the total amount of the par value of shares issued and the amount of the net proceeds received from the equity shareholders.

## 18 Material related party transactions

## (a) Significant related party transactions

During the reporting period, the Group entered into the following transactions with its related parties.

| Nature of related party | Six months ended 30 June |  |
| :---: | :---: | :---: |
|  | 2021 | 2020 |
|  | RMB'000 | RMB'000 |
| Provision of property management services and other services |  |  |
| - Companies controlled by the Ultimate Owners | 86,855 | 54,057 |
| - Associate of companies controlled by the Ultimate Owners | 43,327 | 14,720 |
| Receiving services and cost sharing |  |  |
| - Companies controlled by the Ultimate Owners | 720 | 4,867 |
| Interest income |  |  |
| - Companies controlled by the Ultimate Owners | 4 | 413 |

(b) Balances with related parties

Apart from the amount due to ABS related borrowings as at 31 December 2020, the outstanding balances arising from above transactions are as follows:

| At 30 June | At 31 December |
| ---: | ---: | ---: |
| 2021 | 2020 |
| RMB' $^{\prime} 000$ | RMB' $^{\prime} 000$ |

## Amounts due from related companies

- Companies controlled by the Ultimate Owners

|  |  |
| ---: | ---: |
| 47,694 | 173,402 |
| 8,522 | 74,183 |
| 74,663 | 1,806 |
| 2,050 | 7,027 |

## Notes to the unaudited interim financial report

（Expressed in RMB unless otherwise indicated）

## 18 Material related party transactions（continued）

## （c）Name and relationship with related parties

During the reporting period，transactions with the following parties are considered as material related party transactions：

## Name of related party <br> Relationship with the Group

Sichuan New Hope Property Development Co．，Ltd．＊四川新希望房地產開發有限公司
Yongjia Wanxin Hengjin Real Estate Co．，Ltd．＊永嘉萬新恒錦置業有限公司
Jiaxing Xinchuan Real Estate Co．，Ltd．＊嘉興新川置業有限公司
Kunming Dashanghui Industry Co．，Ltd．＊昆明大商匯實業有限公司
Chengdu New Hope Real Estate Co．，Ltd．＊成都新希望置業有限公司
Shenyang New Hope Real Estate Co．，Ltd．＊瀋陽新希望置業有限公司
Naning Jinguan Real Estate Co．，Ltd．＊南寧錦官置業有限公司
Wenzhou Chengyu Real Estate Co．，Ltd．＊溫州誠裕置業有限公司
Nanning Dashanghui Industry Co．，Ltd．＊南寧大商匯實業有限公司
Chengdu Hengjilong Real Estate Co．，Ltd．＊成都恒基隆置業有限公司
Chengdu Huijiang Real Estate Co．，Ltd．＊成都暉江置業有限公司
Wenzhou Xinyu Real Estate Co．，Ltd．＊溫州新裕置業有限公司
Kunming New Hope Real Estate Co．，Ltd．＊昆明新希望置業有限公司
Jiaxing Xinjin Real Estate Co．，Ltd．＊嘉興新錦置業有限公司
Chengdu Shenlong Property Development Co．，Ltd．＊成都申瓏房地產開發有限公司
Sichuan New Hope Industry Co．，Ltd．＊四川新希望實業有限公司

Company Controlled by the Ultimate Owners

Company Controlled by the Ultimate Owners

Company Controlled by the Ultimate Owners
Company Controlled by the Ultimate Owners
Company Controlled by the Ultimate Owners

Company Controlled by the Ultimate Owners

Company Controlled by the Ultimate Owners
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Company Controlled by the Ultimate Owners
Company Controlled by the Ultimate Owners

Company Controlled by the Ultimate Owners

Associate of companies controlled by the Ultimate Owners
Associate of companies controlled by the Ultimate Owners
Associate of companies controlled by the Ultimate Owners
Associate of companies controlled by the Ultimate Owners
Associate of companies controlled by the Ultimate Owners

[^3]
[^0]:    Notes:
    (1) The letter "L" denotes the person's long position in the Shares.
    (2) Mr. Zhang Minggui is the settlor of the Employee Benefit Trust, a discretionary trust for the benefit of New Actuation Development Limited ("New Actuation"), New Charm Development Limited ("New Charm"), New Mistry Development Limited ("New Mistry"), New Conception Development Limited ("New Conception"), New Grace Development Limited ("New Grace") with TMF Trust (HK) Limited as the trustee. Each of New Actuation, New Charm, New Mistry, New Conception and New Grace is wholly owned by Mr. Zhang Minggui, Ms. Wu Min, Ms. Chen Jing, Mr. Jiang Mengjun and Ms. Huang Kun, respectively, for the purpose of investment holdings. Accordingly, Mr. Zhang Minggui is deemed to be interested under the SFO in the Shares held by the Employee Benefit Trust in his capacity as the settlor and beneficiary of the Employee Benefit Trust and as a Director, and each of Ms. Chen Jing, Ms. Wu Min, Mr. Jiang Mengjun and Ms. Huang Kun is deemed to be interested under the SFO in the Shares held by the Employee Benefit Trust in their respective capacity as the beneficiary of the Employee Benefit Trust and as a Director.

[^1]:    * The balance represents an amount less than RMB1,000.

[^2]:    * The balance represents an amount less than RMB1,000.

    Note:
    (i) The deemed distribution represents the considerations paid to the then shareholders to acquire equity interests in New Hope Property Service Group Co., Ltd. pursuant to the reorganisation prior to listing as detailed in the Company's prospectus dated 11 May 2021 (the "Prospectus").

[^3]:    ＊The English names of the companies which operate in the PRC are for reference only and have not been registered．

