



Introduction of the Group

Shanghai Real Estate Limited (the “Company”) and its subsidiaries (the “Group”) is a renowned real estate and housing technology developer in Shanghai. The “Oasis Garden” developed by the Group has enjoyed good reputation both in China and overseas, and was recognized as one of the “Nine most popular property brands in Shanghai” during the first Most Popular Brandname Appraisal Award held in 2002.

The shares of the Company were listed on the Stock Exchange of Hong Kong Limited on 10th December 1999.

With over ten years of experience in Shanghai’s real estate development and support from its housing technology operation, the Group actively pursued new projects and

made tremendous breakthroughs on the back of the newly issued urban development plan in Shanghai and the successful bid for the 2010 World Expo. These breakthroughs have established the strategic planning and served as a solid foundation for the Group’s development in the next 8 to 10 years, and also yielded excellent results. Meanwhile, its housing technology operation has also made much progress.

The Group shall leverage on the steady growth trend of Shanghai’s real estate market to gradually increase its investment in property development and housing technology and related products, and make full use of its abundant land reserves and solid foundation in property development. As such, the profits growth of the Group will be sustained.