

# SHIMAO GROUP

## 世茂集團

### THE MARKET

As an international investment conglomerate, Shimao Group specialises in real estate, tourism, hotel, general merchandise and import/export trade. The group has two listed companies: Shimao Stock (Shanghai) and Shimao China (Hong Kong).

With the corporate spirit of "Credit, Professionalism, Cooperation, Innovation", the group aims to pursue excellence. It is devoted to changing the environment of cities as well as enhancing people's living standards.

Over the past 20 years, Shimao Group has gradually realised its brand advantage via full-scale programming, a professional advantage via international cooperation, cost advantages via domino effects, speed advantages via high efficiency, management advantages via innovated structures, financial advantages via multi-faceted investment, client benefits via high-quality projects, and technology advantages via its communication edge.

### ACHIEVEMENTS

In 2001 Shimao Riviera Garden was awarded the Comprehensive Prize of Classical Human Habitation, Shanghai Residential House Sales Amount No 1 and Shanghai Top 10 Famous Realty and Shanghai Top 10 Recommended Realty.

In 2002 Shanghai Shimao Real Estate Co Ltd was granted the title of 2001 Shanghai Top 10 Famous Real Estate Enterprise.

In 2002 Shanghai Shimao Riviera Garden continued to hold the title of Shanghai Residential House Sales Amount No 1, Shanghai Top 10

Famous Realty and Shanghai Top 10 Recommended Realty.

In September 2003, Shimao won the title of 2000-2002 National 100 Star Overseas Enterprise.

In 2004 Shanghai Shimao Riviera Garden again snared the title of Shanghai Residential House Sales Amount No 1. In the same year, Shanghai Shimao Lakeside Garden was conferred the title of Shanghai Residential House Sales Amount No 3.

In January 2004 Shimao ranked among the Top 10 Chinese Real Estate of Brand Strategy Innovation.

In March 2004 Shanghai Riviera Garden was bestowed the title of Demonstration Community of Safeguard and Management.

In April 2004 the group was given the title of China Business Credit Class A by the Credit System Expert Committee of Chinese Foreign Trade Companies Association.

In July 2004 the Group was listed among the Top 50 Chinese Urban Operating Corporations by the 2004 Chinese City Land Operation Exposition Committee and Chinese Main Media Real Estate Federation.

In July 2004 Shimao Sheshan Fazenda was hailed as Chinese Luxury House of 2004 by that year's Chinese City Land Operation Exposition Committee and Chinese Main Media Real Estate Federation.

In July 2004 Shanghai Shimao Riviera Garden was issued the title of Chinese International Garden Community and Chinese Luxury House of 2004 by the Chinese City Land Operation Exposition Committee and Chinese Main Media Real Estate Federation.

In July 2004 Shimao Group was selected as Chinese Blue Chip Real Estate.

### HISTORY

In 1989 the group developed Zhengshi Hotel, the first foreign-funded three-star hotel, in Shishi, Fujian province. The next year came the famous Zhengshi Development Zone in Shishi.

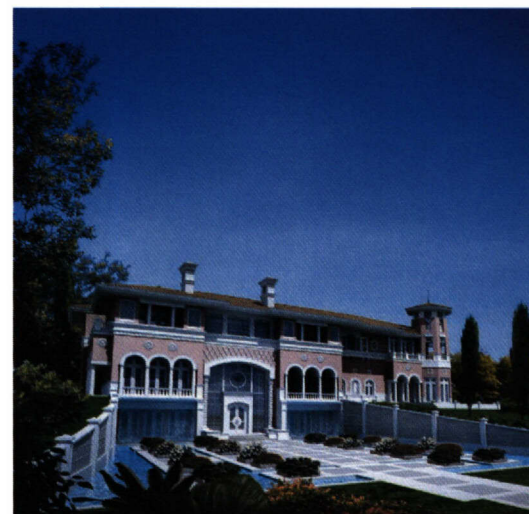
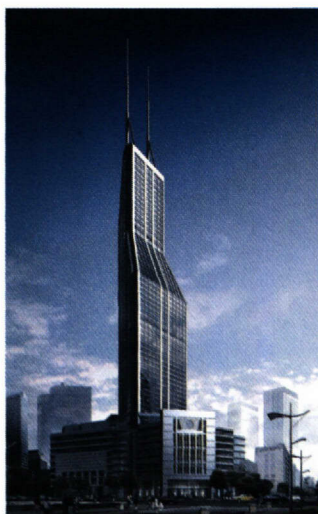
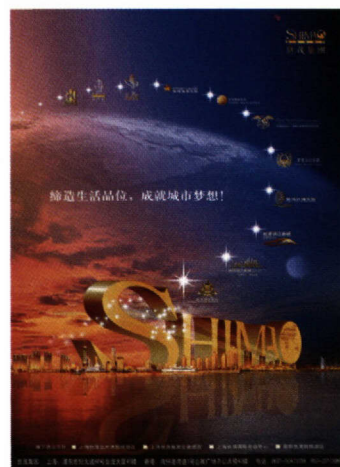
In 1992 the group invested in and constructed the Wuyi Mountain Holiday Village in Wuyi Mountain National Holiday Resort. The year after it created Minnan Golden Coast Holiday Resort in Fujian province and Dongfanghong Business City in Gansu province.

From 1995 to 1999 it developed Asian Game Garden, Hua-Ao Centre, Purple Bamboo Garden and Imperial Landscape Garden in Beijing.

In 2000 the foundation of Shanghai Shimao Riviera Garden in the Lujiazui district in Shanghai was laid. The next year saw the foundation of Shanghai Lakeside Garden in Jingqiao International Community in Pudong, Shanghai, and the Shanghai Shimao International

Plaza started up that December in Shanghai Nanjing Pedestrian Street.

In December 2002 Fuzhou Shimao Bund Garden located along the Minjiang River started up.



In January 2003 Shanghai Shimao International Convention Center in Shanghai Sheshan National Holiday Resort was launched.

In September 2003 Nanjing Shimao Bund New City in Xiaguan district started up.

In March 2004 Harbin Shimao New City started up. Two months later the group signed a cooperation agreement with Canal City Construction, the largest real estate developer in Malaysia, to develop the Canal City project in Malaysia's capital, Kuala Lumpur. In June 2004 came a cooperation agreement among Shimao, Russia's Binhai Company and Binhai district government at the 15th Harbin Economic and Trade Fair – signalling establishment of the largest trade zone between China and Russia, the Sino-Russian Sui-Po mutual trade zone. On August 22, the group's promotion event "Fly over Grand China" was held successfully in Hong Kong.



Shimao Riviera makes full use of the rare waterscape resources. Seven 49-to-60-storey deluxe apartment towers range in an arc along the riverside, with every apartment facing the river. Six large and diverse theme parks have been built in green lands separating the buildings so that the unique plane layout and varied heights of buildings form a rhythmic outline.

The successful model of Shanghai Shimao Riviera Garden is continued in developing projects along the Yangtze River in Nanjing, Minjiang River in Fuzhou and the Songhuajiang River in Harbin. Shimao Group has carried out its role of "City Operator" to the utmost and

has been acknowledged by local governments and industry peers.

#### RECENT DEVELOPMENTS

Along with the development of its business, the group has continued to analyse and forecast the market environment. Taking full advantage of its abundant resources in capital, professional talent and land, the group has played an active role of "City Operator" and made full use of "Riviera Mode" in developing high-quality real estate.

#### PROMOTION

In 2001 the group invited Liang Chaowei to be its spokesperson and recruited an actress for its nationwide advertisements. In July 2001 over 2000 customers gathered at the Shanghai Shangri La Hotel to celebrate the carnival of Shimao Riviera Garden.

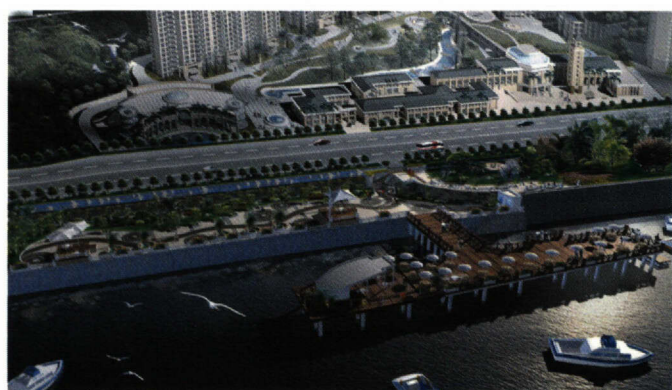
In July 2001 Shimao Riviera Garden successfully staged a Shimao Realty Conference, with international celebrities present.

In May 2004 the Group invited celebrity artists, including like Qi Qin and Yu Chengqing, to sing for its anniversary celebrations.

#### BRAND VALUES

The achievements of Shimao Group over the past two decades are attributed to its brand consciousness. Mr Xu Shitan, executive director of the group, has said, "The spreading of our reputation by our customers is much more important than any media, for they constitute a circle which expands at the rate of 1:3". It is this acute market awareness, the group says, that laid a solid foundation for developing the brand. Today Shimao is known for high-end real estate. The Shimao spirit aims to incorporate an interplay between classy real estate and exclusive taste.

The group's mission: Creating the No 1 brand of deluxe China residences and dynamic urban experiences. In addition to professionalism and innovation, the group pursues sustainable development by enhancing its capabilities on the basis of "Credit, Professionalism, Cooperation, Innovation".



#### THE PRODUCT

Shanghai Shimao Riviera Garden covers an area of 275,000 square metres, and required the relocation of 10,000 families. This project has not only transformed the old and dilapidated scene in Pudong but boosted the living standard of residents. With more than 200 high-rise buildings now in metropolitan Shanghai's Lujiazui International Finance and Trade Zone, the Shimao Riviera Garden caters to the residential needs of the high-end clientele of the trade zone.

The largest riverside high-rise residential complex in China, Shanghai Shimao Riviera Garden extends for a kilometre along the banks of Huangpu River and presents a grand city skyline together with the Bund, Grand East Pearl Tower and Jinmao Tower (the world's fourth-tallest building).



#### THINGS YOU DIDN'T KNOW ABOUT SHIMAO

- In January 2002 the group donated 10 million yuan to Shanghai Charity Foundation
- In March 2002 the group donated 500,000 yuan to Zhongren Children Rehabilitation Centre through the Shanghai Charity Foundation
- In 2002 it contributed over 10 million yuan to support the bidding for the 2010 Shanghai World Exhibition
- In early 2003 it helped the Philippines to set up 22 rural school buildings
- In June 2003 it donated 3.15 million yuan to the fight against SARS
- In December 2003 it gave 200,000 yuan via Guangcai Foundation to set up Yunnan Guangcai Primary School
- In January 2004 the UN Committee on Asia-Pacific Disabled People granted the group the title of Care-giving Enterprise