

PAN HONG PROPERTY GROUP LIMITED

(Incorporated in Bermuda)
(Registration Number: 37749)



汎港地產集團
PAN HONG PROPERTY GROUP

Property Pre-sales Increases to RMB 848.1 million

Pan Hong Property Group Limited (“Pan Hong” or the “Group”) wishes to provide an update to the property pre-sales that the Group previously announced on 2 September 2009.

As at 30 September 2009, the aggregate value of the Group’s pre-sales has risen to RMB 848.1 million, compared to RMB 785.2 million as at 31 August 2009. This was driven primarily by the continued increase in pre-sales of the residential units at the Group’s Chinese-style townhouse development, Hua Cui Ting Yuan Phase 1 (华萃庭院第一期).

1. Update on Pre-sales of Hua Cui Ting Yuan Phase 1

On 14 June 2009, the Group launched the pre-sales of Hua Cui Ting Yuan Phase 1 with an initial batch of 30 residential units – terrace houses. Subsequently, the Group released for sale an additional 73 residential units, comprising 27 terrace and 46 courtyard houses.

In total, the Group had launched 103 residential units for pre-sale, which comprise 57 terrace houses and 46 courtyard houses. The pre-sales status of these residential units as at 30 September 2009 is as follows:

- i. 49 of the 57 terrace houses were pre-sold for a total value of RMB 88.8 million. Based on total gross floor area (GFA) sold of 10,107 square metres (sq m), the terrace houses fetched an average selling price (ASP) of RMB 8,780 per sq m. The selling price of the terrace houses has risen steadily since the start of pre-sale of Hua Cui Ting Yuan Phase 1 in June 2009, from RMB 8,400 per sq m to around RMB 9,600 per sq m presently;
- ii. 34 of the 46 courtyard houses were pre-sold for RMB 47.1 million. Based on total GFA sold of 6,198 sq m, the courtyard houses were sold at an ASP of RMB 7,600 per sq m.

In total, the Group pre-sold an additional 30 residential units of Hua Cui Ting Yuan Phase 1 during the month of September. As a result, the total pre-sales value from Hua Cui Ting Yuan Phase 1 rose by 53% in one month to RMB 135.9 million as at 30 September 2009, compared to RMB 88.7 million as at 31 August 2009.

At the end of September, the Group has pre-sold 83 residential units of the total 103 units that were released for sale, thereby achieving a take-up rate of 81%.

2. Update on Pre-sales of Nanchang Honggu Kaixuan Phase 2 (南昌红谷凯旋第二期)

In September, the Group pre-sold 21 residential units at Nanchang Honggu Kaixuan Phase 2, bringing the total pre-sales value of this project to RMB 373.8 million, from RMB 358.1 million as at 31 August 2009. This translates into a take-up rate of approximately 91% of the 649 residential units released for sale.

Table 1: Change in aggregate pre-sales value in 2009

As at	Aggregate Pre-sales Value ² (RMB million)
30 September 2009	848.1
31 August 2009	785.2
9 August 2009	722.4
15 July 2009	678.4
24 May 2009	503.6
9 February 2009	157.7

Table 2: Summary of Property Pre-sale Launches (as at 30 September 2009)

Property	Nanchang Honggu Kaixuan Phase 2	Huzhou Liyang Jingyuan Phase 2	Hangzhou Liyang Yuan	Hua Cui Ting Yuan Phase 1
Date of pre-sales launch	July 2008	Dec 2008	Jan 2009	June 2009
Estimated construction completion date ¹	1 st quarter 2010	4 th quarter 2009	4 th quarter 2009	2 nd quarter 2010
Total residential units released for sale	649	150	226	103
Units pre-sold in total (GFA)	592 (74,160 sq m)	149 (18,179 sq m)	222 (24,464 sq m)	83 (16,305 sq m)
Take-up rate	91%	99%	98%	81%
Average selling price ³ (RMB per sq m)	RMB 5,000	RMB 5,000	RMB 10,100	RMB 8,300
Accumulated pre-sales value ²	RMB 373.8 million	RMB 91.3 million	RMB 247.1 million	RMB 135.9 million
Aggregate Pre-sales Value = RMB 848.1 million				

¹Estimated construction completion dates for the residential component of the respective properties are subject to change.

²Pre-sales can only be recognised as revenue after the completion of handover to buyers.

³Subject to variations of around \pm RMB 100 per sq m.

Pre-sales of the Group's property development projects can only be recognised as Group revenue upon the completion of handover of properties that are sold to buyers.

Based on the accumulated pre-sales achieved to-date and the current construction schedule of the respective properties, and barring any unforeseen circumstances, the Group remains positive of its performance in the current financial year ending 31 March 2010.

By Order of the Board

Wong Lam Ping
Executive Chairman

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Media and Investor Relations Contact :

OCTANT CONSULTING tel (65) 6220 2842

Herman Phua (9664 7582) or Lisa Heng (9090 9887)
herman@octant.com.sg lisa@octant.com.sg