
Background

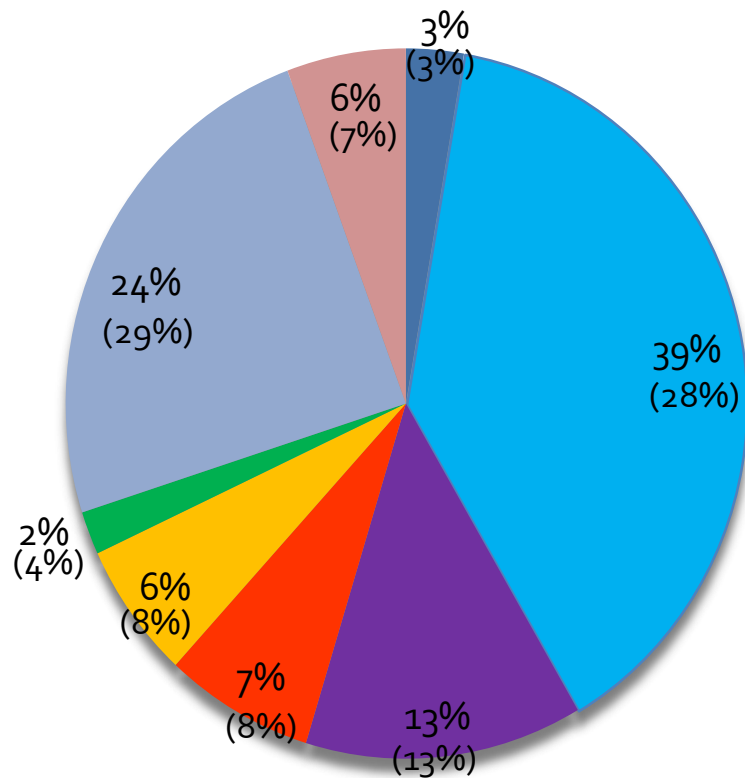
Operating Highlights

Market Outlook

2017 Results

	2017	2016	2017 Vs 2016
Turnover (HK000)	637,247	520,268	+22.5%
Operating Costs (HK000)	540,268	503,886	+7.2%
Profit before Tax (HK000)	104,862	23,346	+349.2%
Profit Attributable to Shareholders (HK000)	89,918	18,100	+396.8%

Breakdown of Operating Costs



- Advertising & Promotion
- Staff commission
- Sales salaries
- Supporting staff salaries
- Rent & rates
- Bad debts
- Rebate Incentives
- Others

() 2016 Figures

Changes in Costs

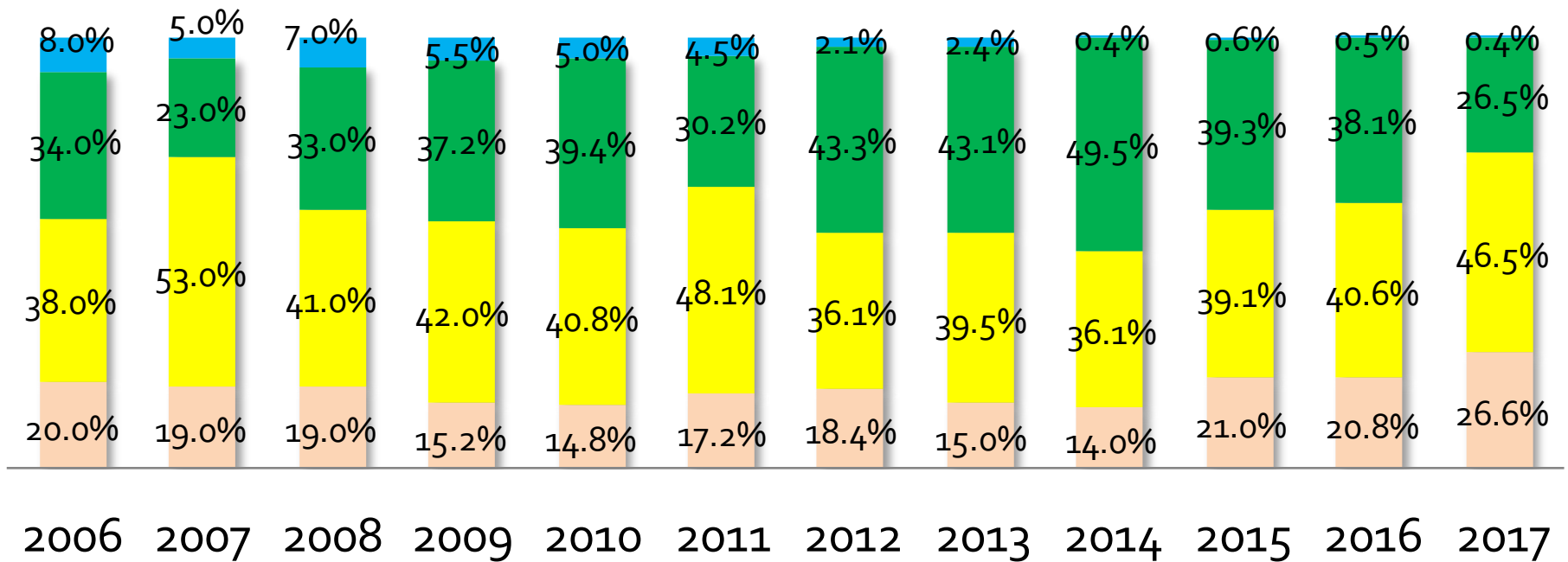
(HK\$ '000)	2017	2016	2017 Vs 2016
Advertising & Promotion	14,774	14,138	+4.5%
Staff commission	209,800	142,396	+47.3%
Sales salaries	71,209	65,960	+8.0%
Supporting staff salaries	38,294	38,982	-1.8%
Rent & rates	33,681	39,195	-14.1%
Bad debts	10,647	21,386	-50.2%
Rebate Incentives	131,278	148,755	-11.7%
Others	30,585	33,074	-7.5%

Reasons for improvements

1. Increase in the number and value of non-residential sales transactions in Hong Kong in 2017 as compared to that of 2016
2. Costs control:
 - (1) branch relocations which took place in last year, and their impacts were reflected during the reporting period;
 - (2) the restructuring of the shop division of Hong Kong Property

Segment Analysis

Industrial Office Shop Others



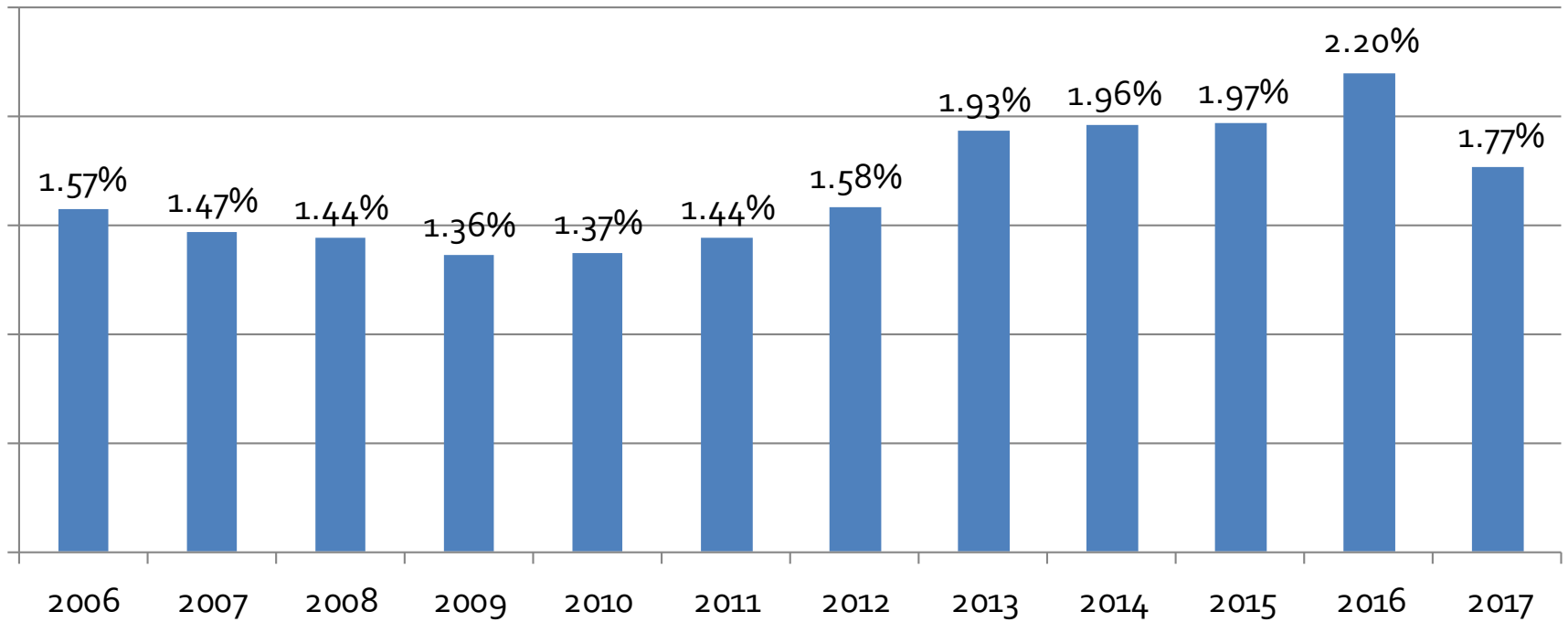
Company Background

Operating Highlights

Market Outlook

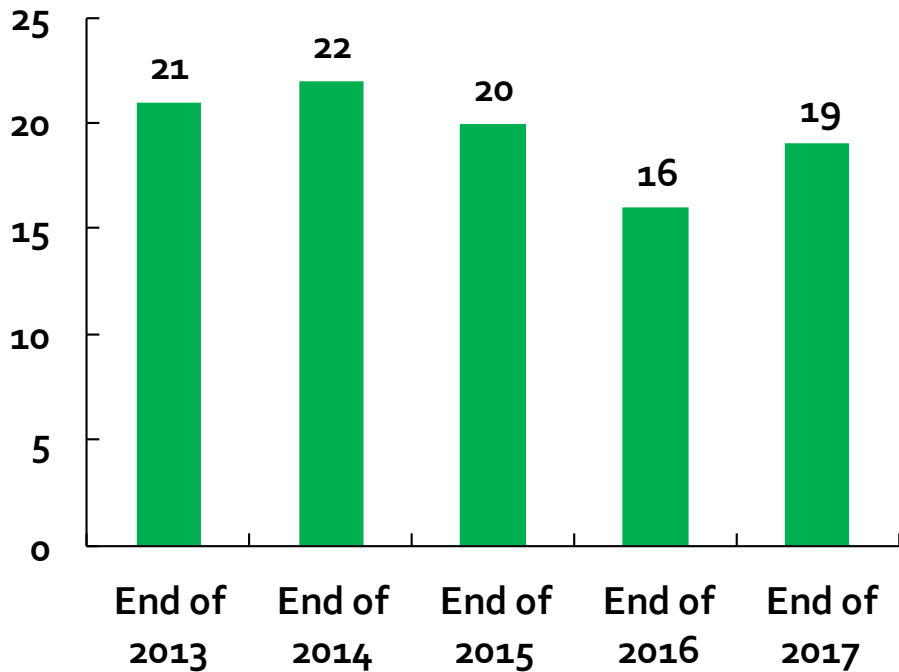
Commission Rate

Commission as a % of the value of the transactions

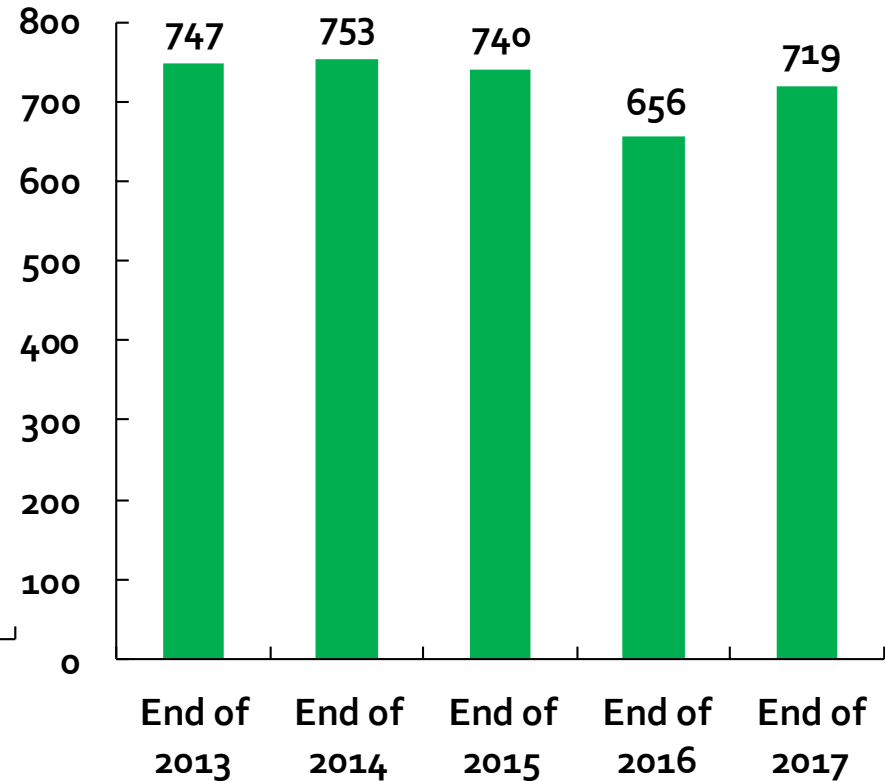


Number of Branches and Staff

Number of Branches



Number of Staff



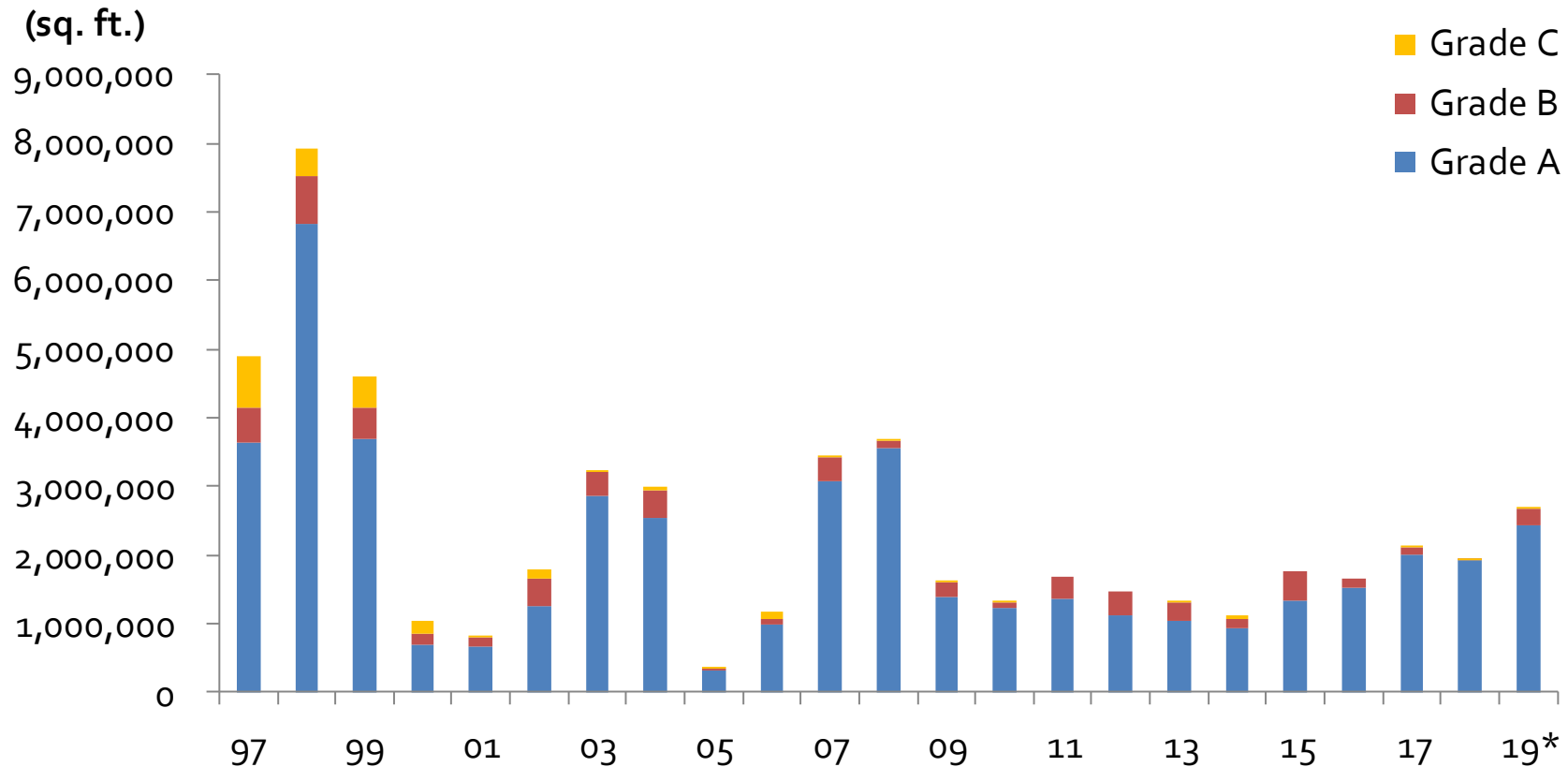
Company Background

Operating Highlights

Market Outlook

Office Market

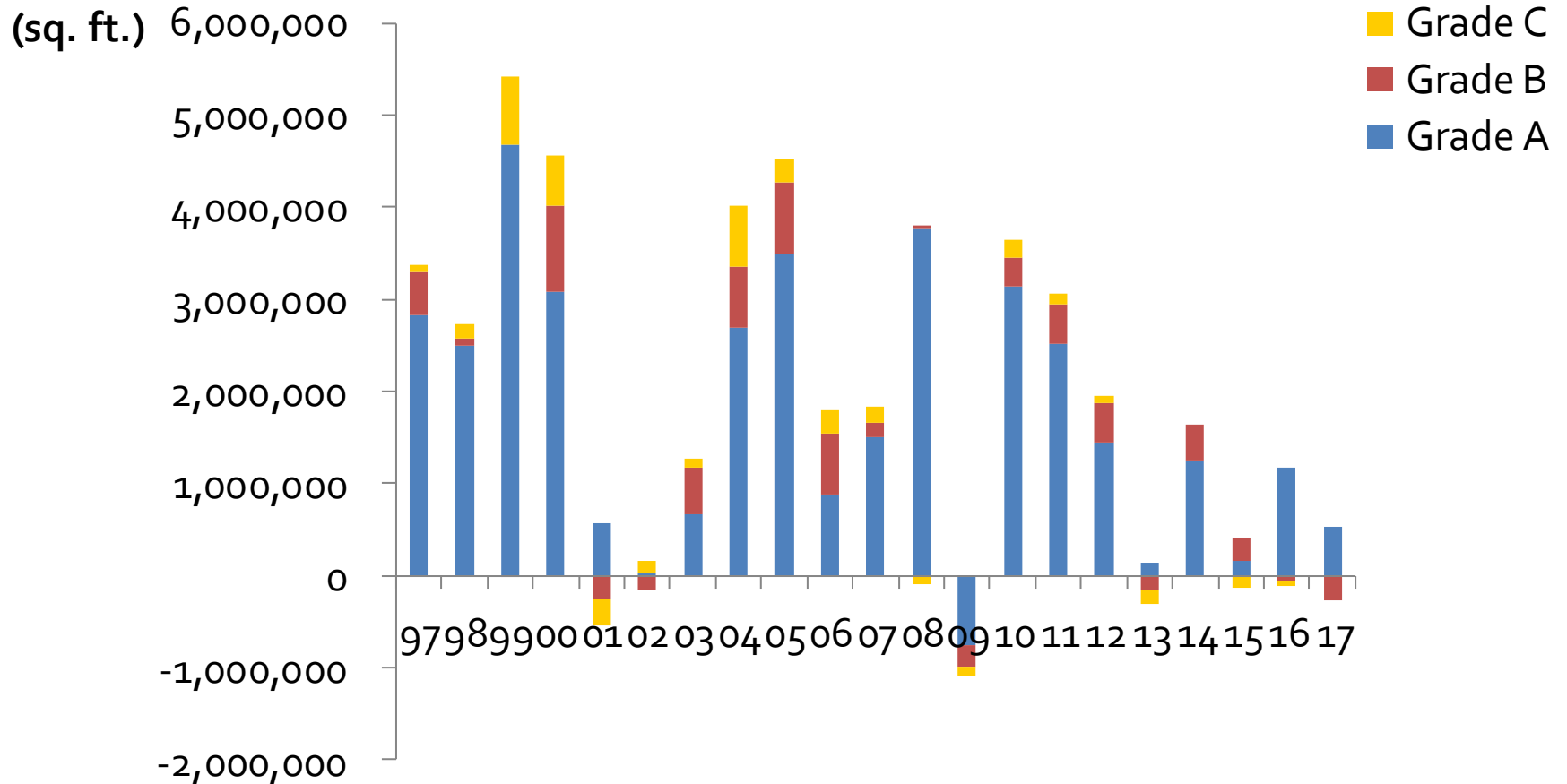
Completions of Office



*Forecast

Source : Rating and Valuation Department

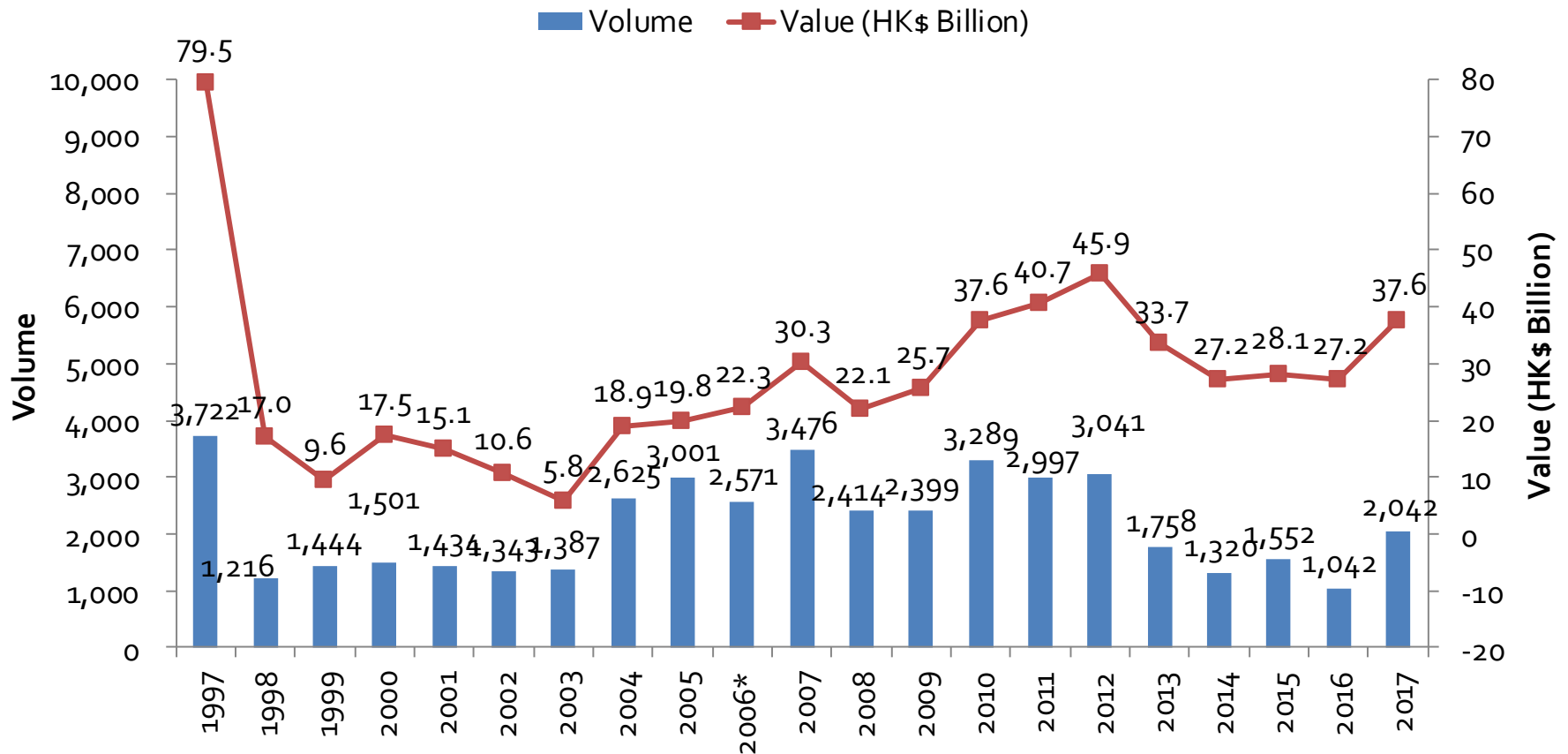
Take Up of Office



Source : Rating and Valuation Department

Office Sector Outperformed

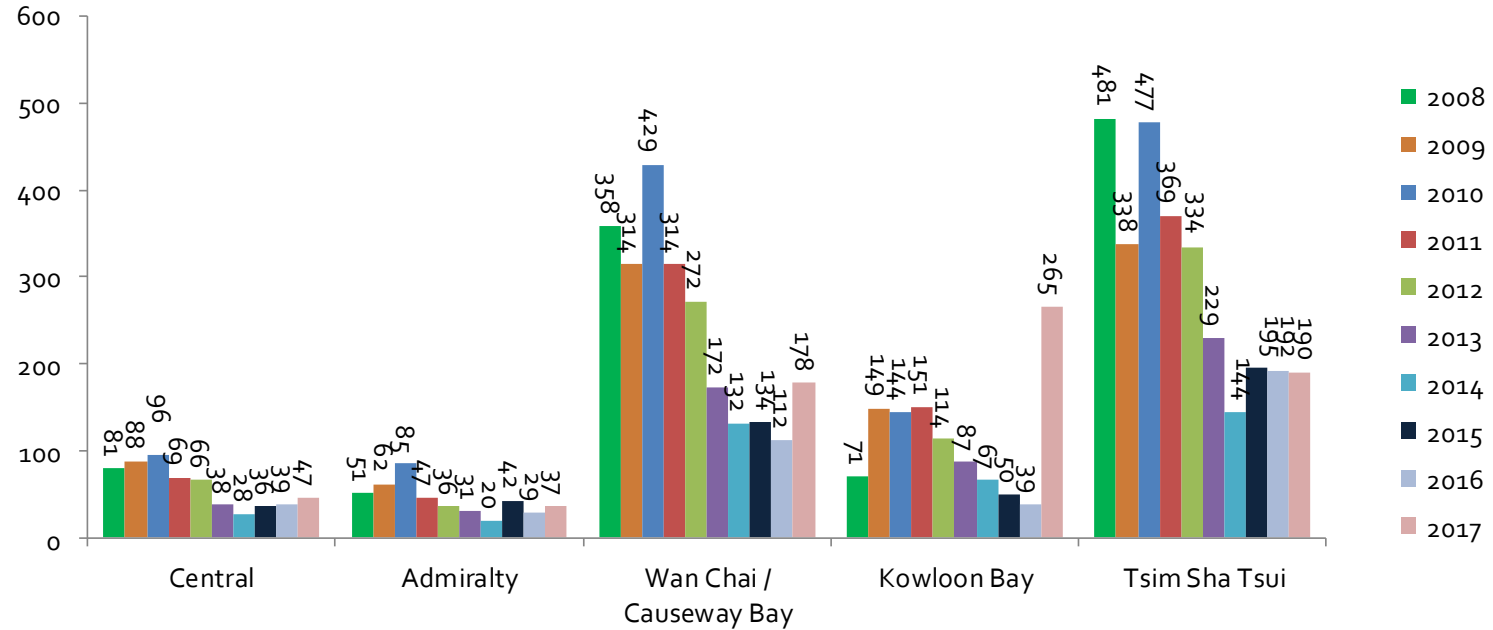
Volume and Value of Office Transactions



*Exclude the transaction value of records involving the formation of Reits

Source : Land Registry & Midland Realty

Transaction Volume in Core Districts



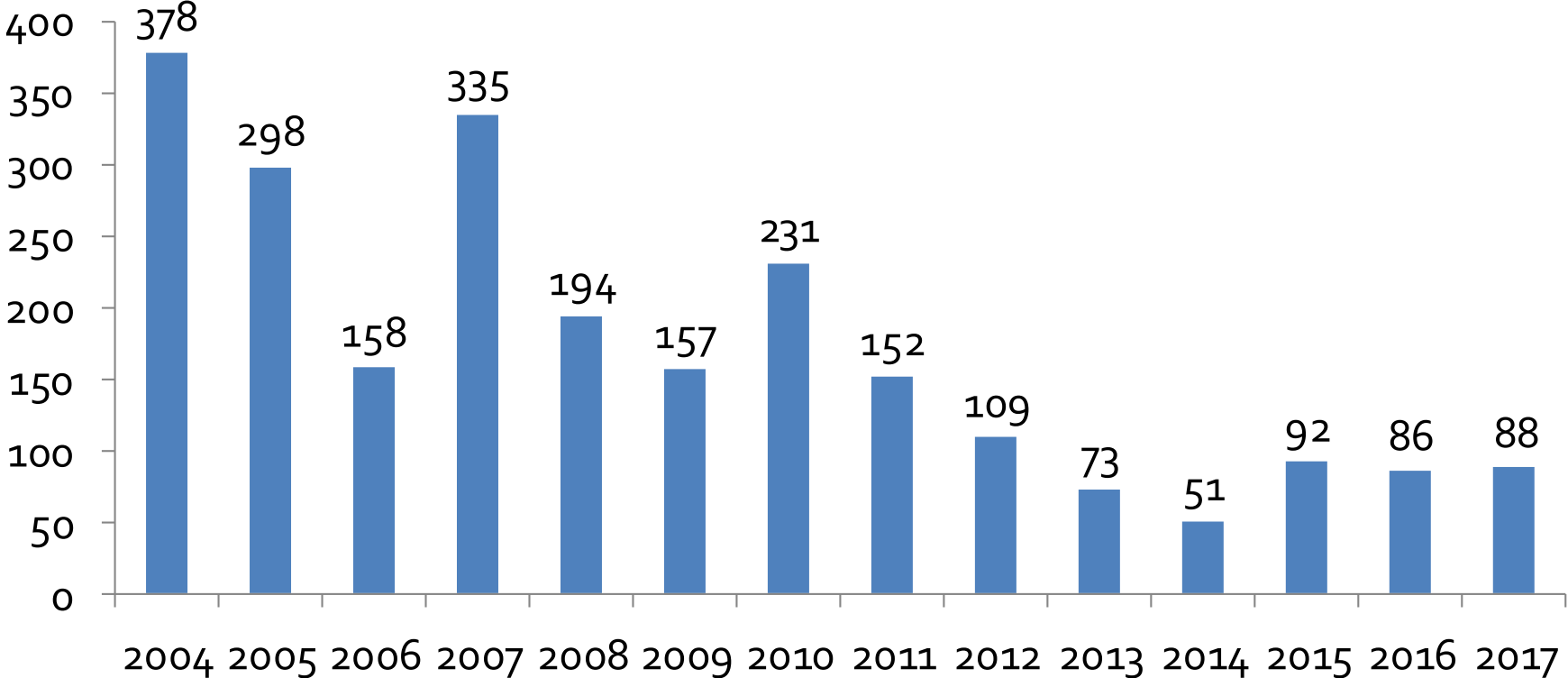
Source : Land Registry & Midland Realty

Constituents of 12 Grade A Office Buildings

Area	Grade A Office Building	Prices at 02/18 (HK\$/sq. ft.)
Sheung Wan	Shun Tak Centre	31,800
Central	No.9 Queen's Rd Central	46,633
Admiralty	Bank of America Tower	40,250
Admiralty	Admiralty Centre	28,657
Admiralty	Far East Finance Centre	50,015
Admiralty	Lippo Centre	34,621
Wan Chai	Convention Plaza	42,333
Tsim Sha Tsui	Wing On Plaza	12,760
Tsim Sha Tsui	Concordia Plaza	16,156
Tsim Sha Tsui	Lippo Sun Plaza	17,594
Tsim Sha Tsui	New Mandarin Plaza	12,274
Tsim Sha Tsui	Silvercord	21,770

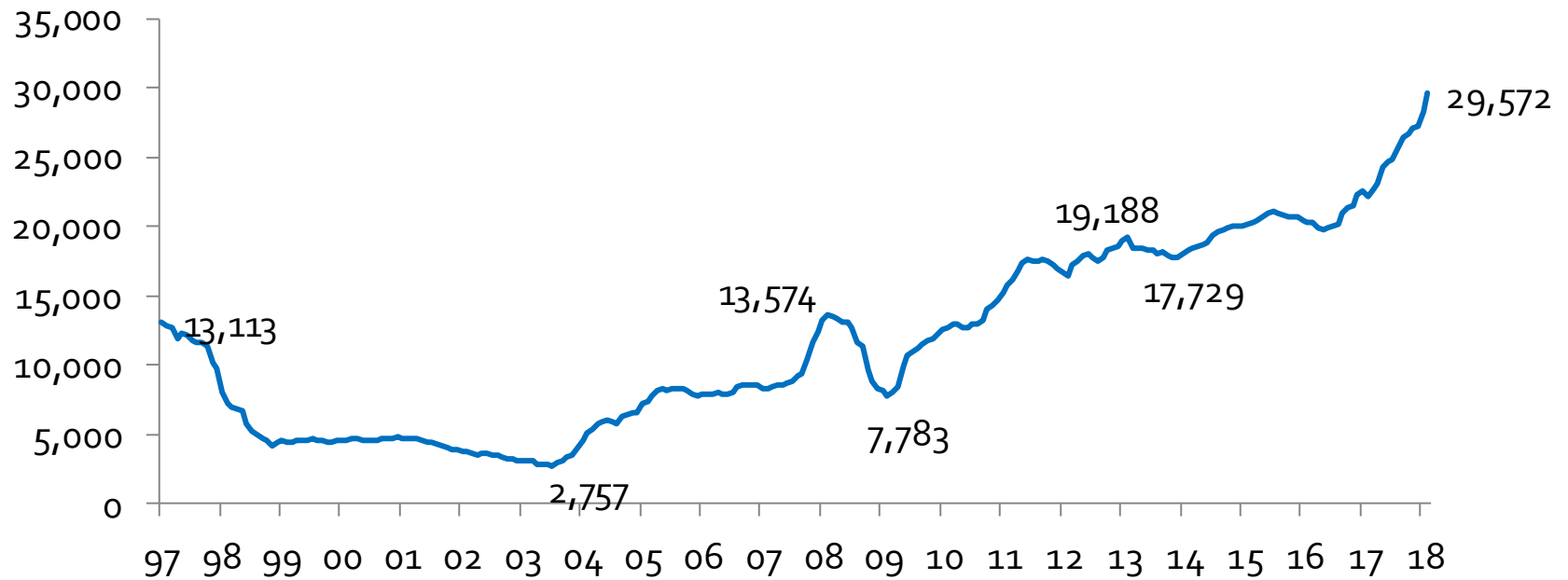
Source : Midland IC&I

Transaction Volume of 12 Grade A Office Buildings



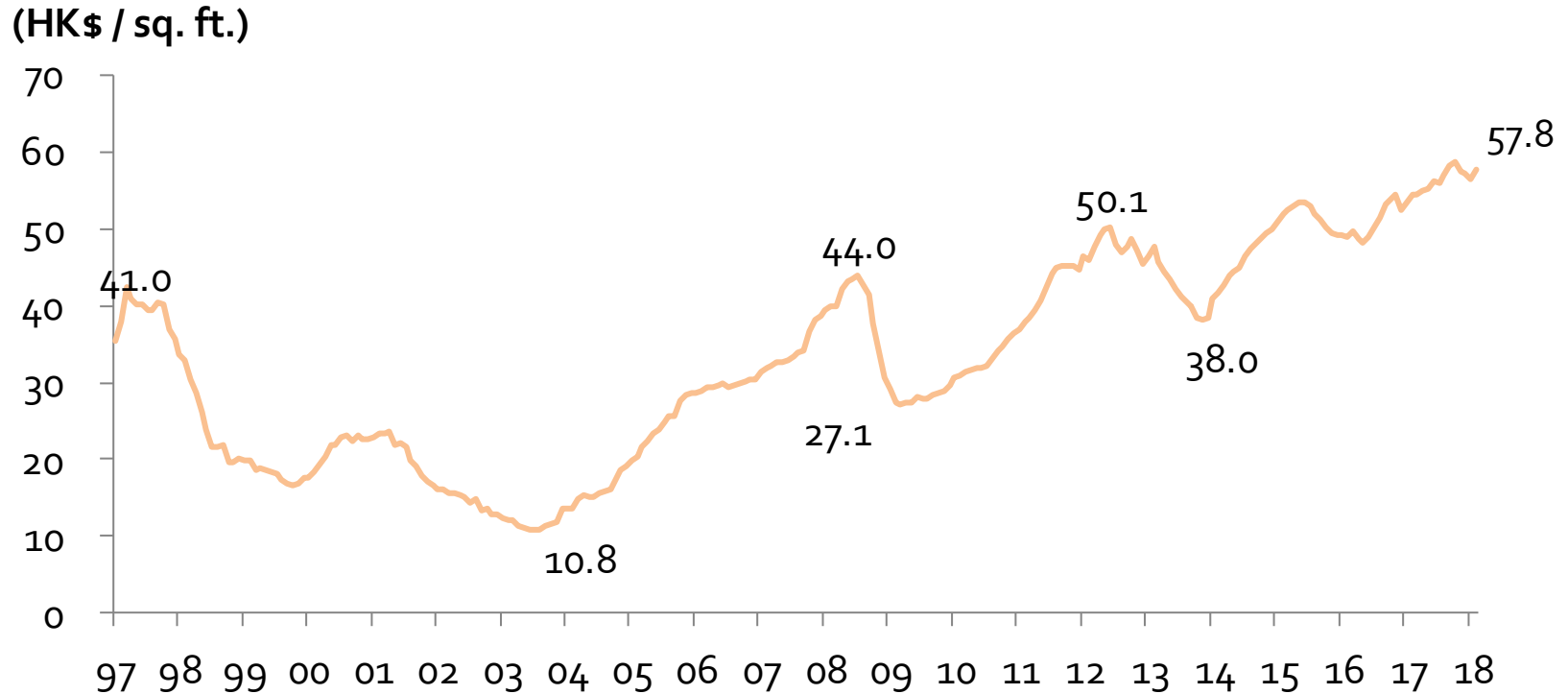
Source : Land Registry & Midland Realty

Prices of 12 Grade A Office Buildings



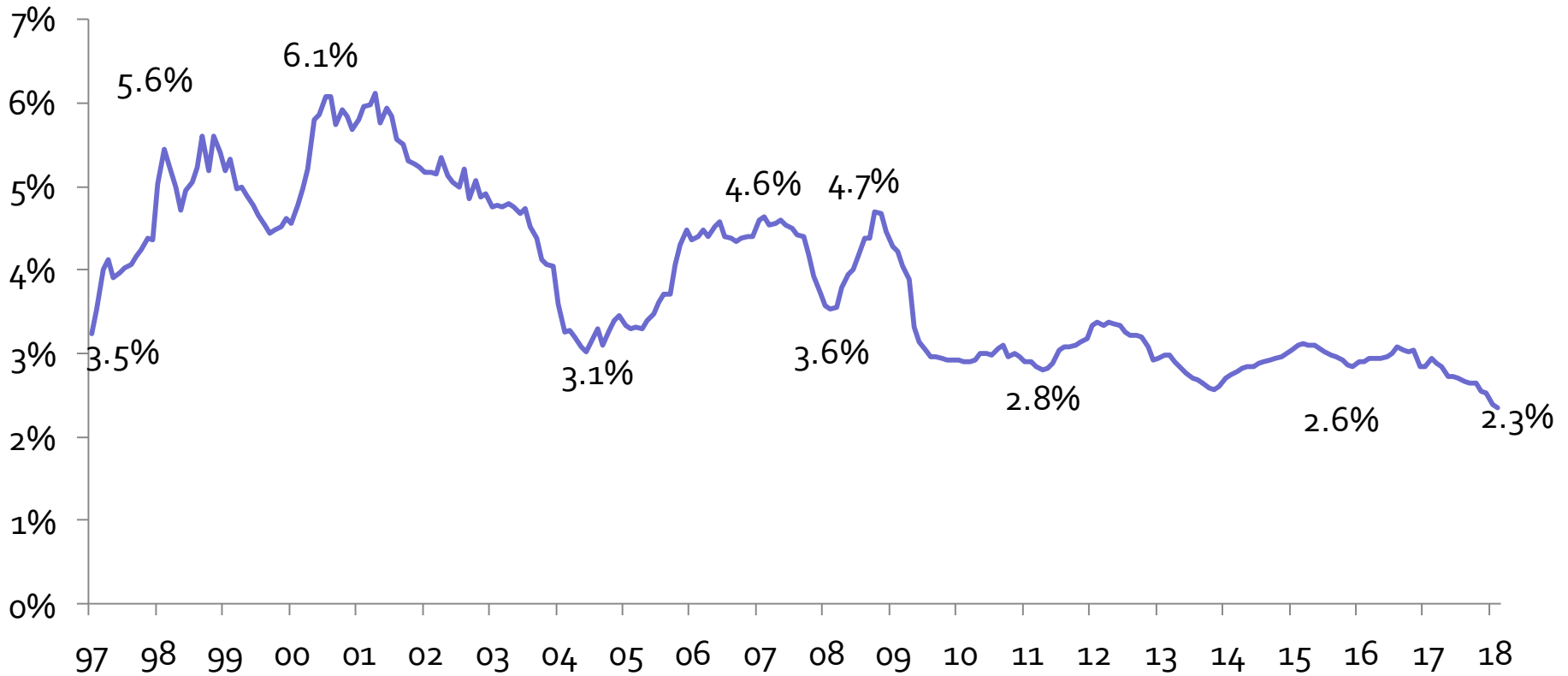
Source : Midland IC&I

Rents of 12 Grade A Office Buildings



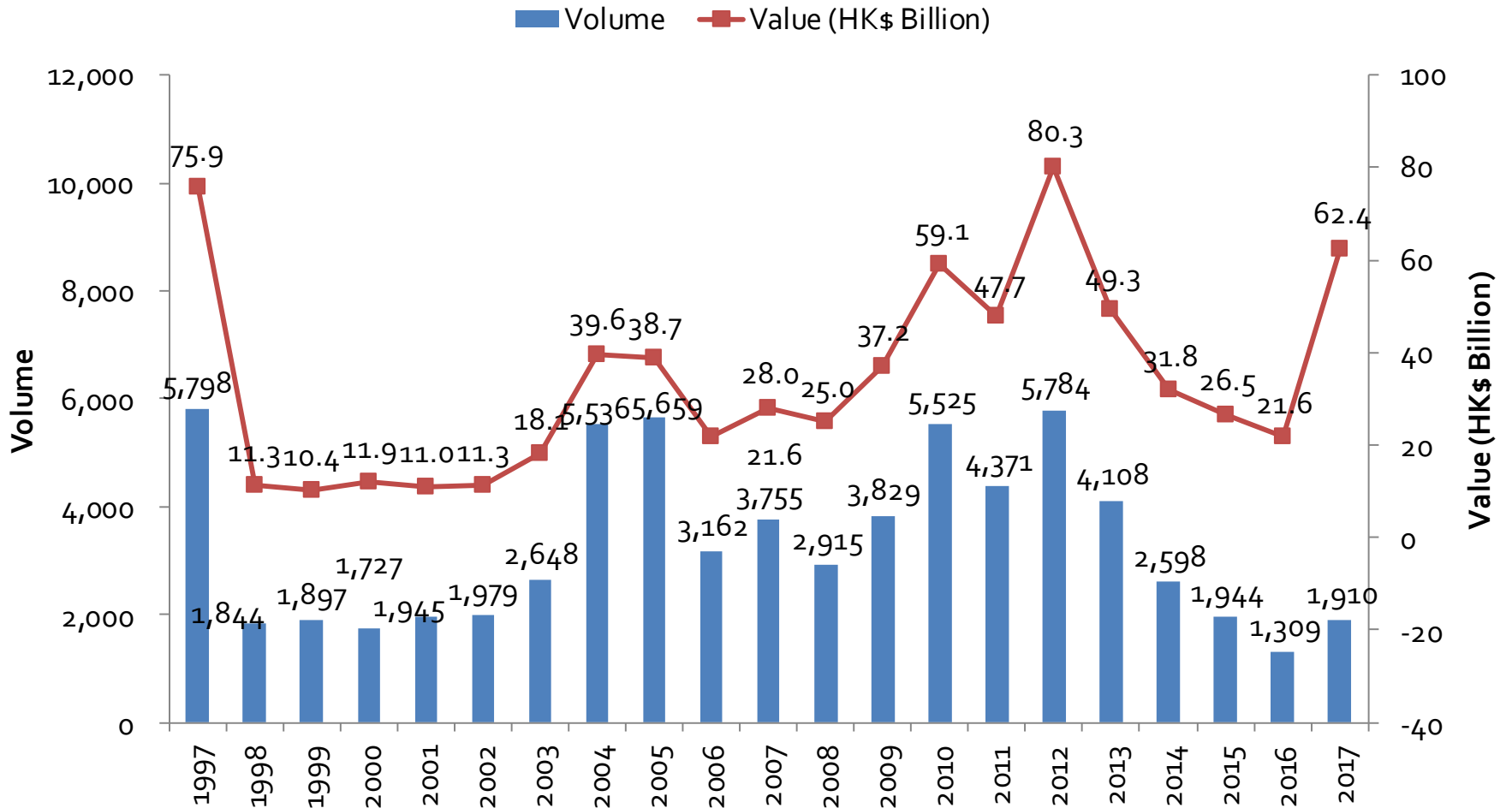
Source : Midland IC&I

Rental Yield of 12 Grade A Office Buildings



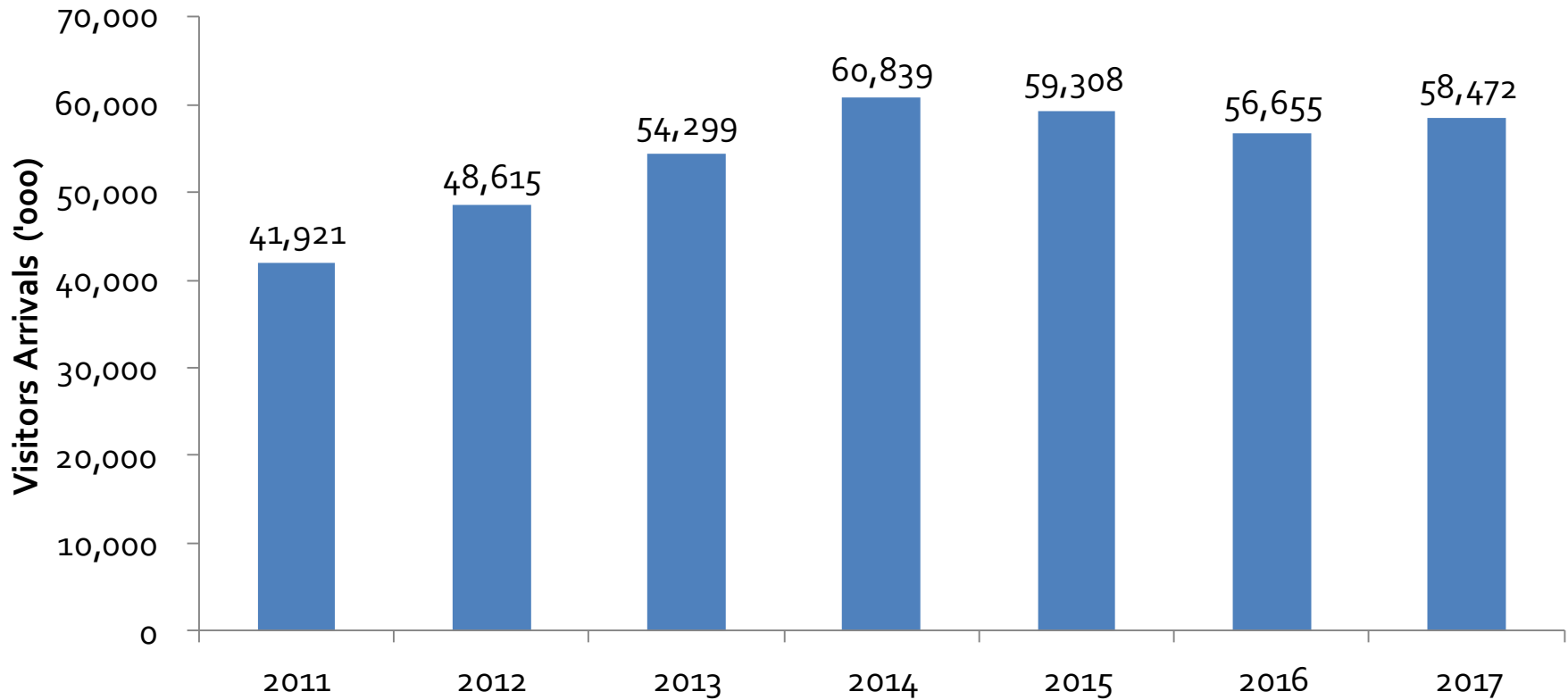
Source : Midland IC&I

Bargain Hunting Supported Retail Properties Sales



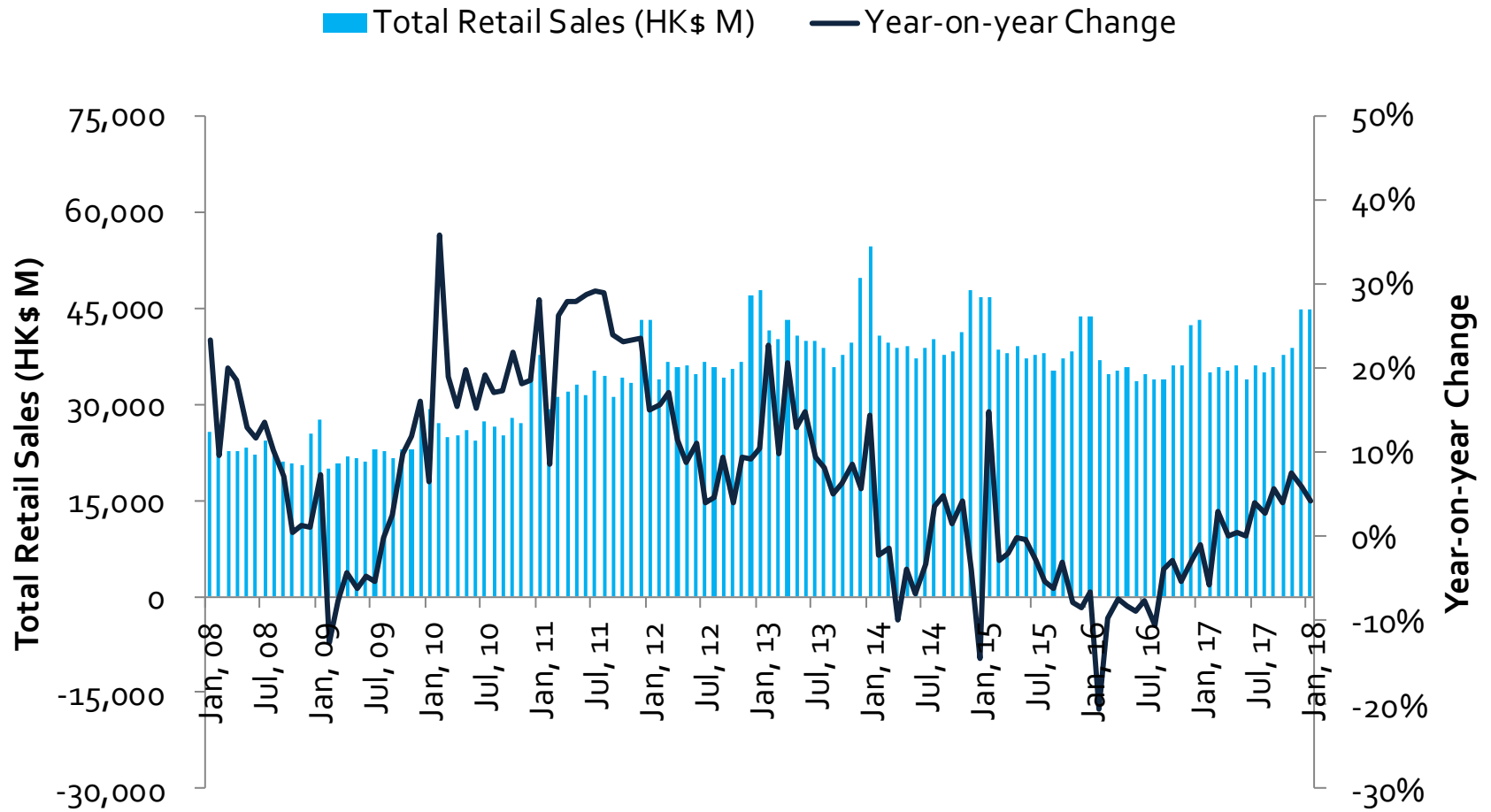
Source : Land Registry & Midland Realty

Visitors Arrivals



Source : Hong Kong Tourism Board

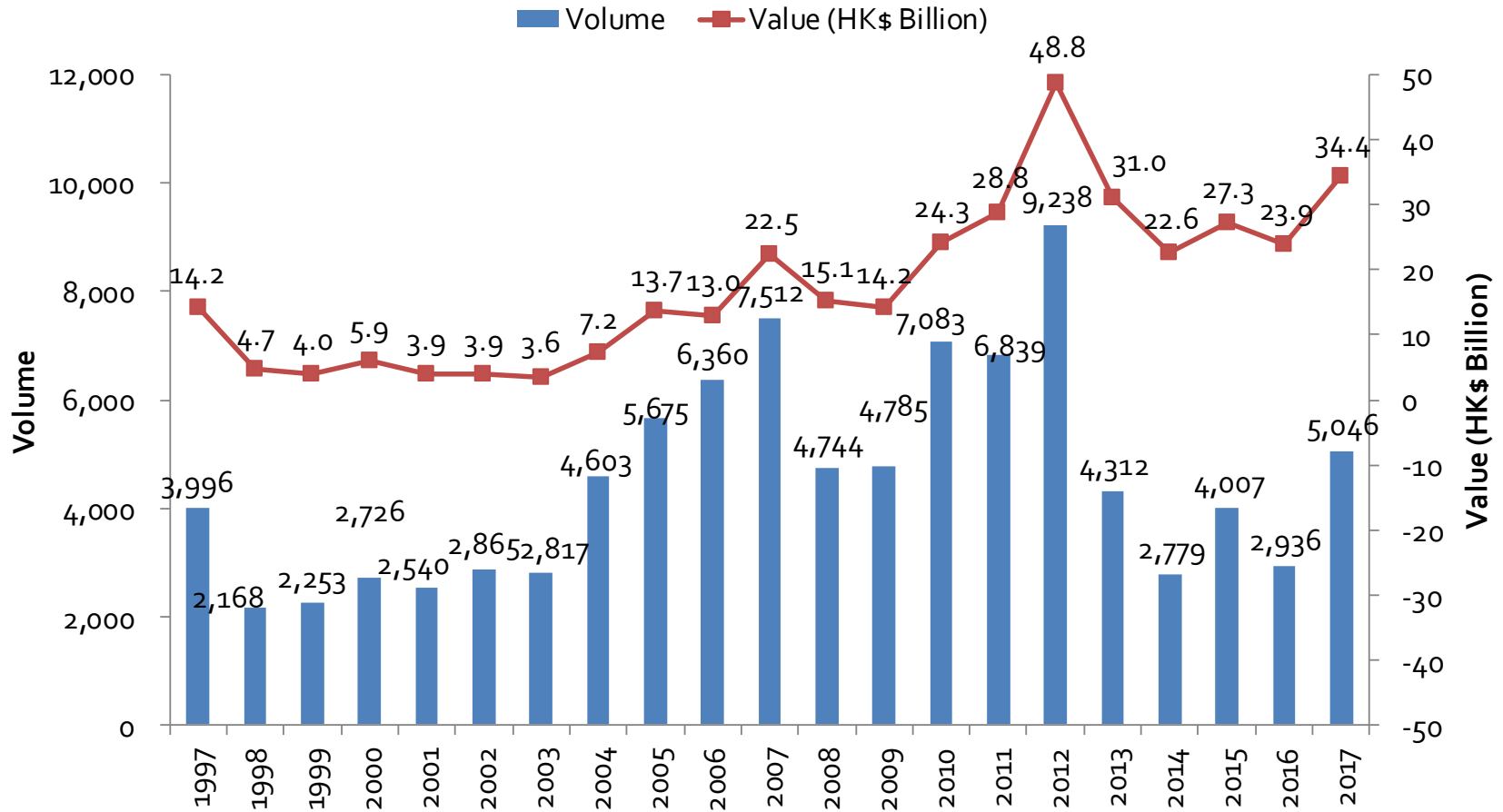
Retail Sales



Remarks : Jun 17 are Provisional Figures

Source : Census and Statistics Department

Revitalisation, a possible stimulus for the industrial sector



Source : Land Registry & Midland IC&I

Disclaimer

The information and materials contained in this presentation are general in nature. Whilst reasonable care has been taken in preparing this presentation and the information and materials thereof, no warranty is given or implied by Midland IC&I and the speaker(s) of this presentation as to the completeness or accuracy of the information and materials herein contained. Midland IC&I and the speaker(s) of this presentation shall not be held liable for any damages arising out of any use of or reliance upon the information and materials (whether wholly or partly) of this presentation. The information and materials provided in this presentation are for reference only and are not intended to provide or substitute any professional or investment advice. Please verify the accuracy of any information and materials provided in this presentation and to seek appropriate professional advice before making any decision on any transaction. Any use of or reliance upon the information and materials of this presentation shall be at your own risk. Midland IC&I and the speaker(s) of this presentation are not providing any financial or investment advice and the information and materials contained in this presentation are not recommendation, offer to sell or solicitation of any offer to purchase any investment product and/or property.