
Background

Operating Highlights

Market Outlook

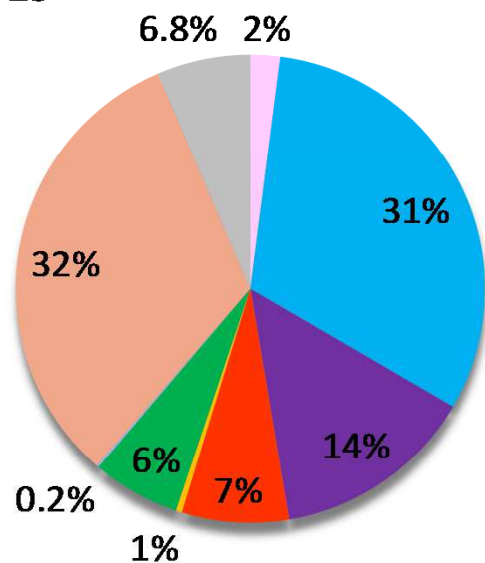
Interim Results

	1 H 19	1 H 18	1H 19 Vs 1H 18
Revenues (HK\$000)	316,967	410,999	-22.88%
Operating Costs* (HK\$000)	290,727	352,316	-17.68%
Profit before Taxation (HK\$000)	24,552	60,378	-59.34%
Profit Attributable to Equity Holders (HK\$000)	21,003	49,888	-57.90%

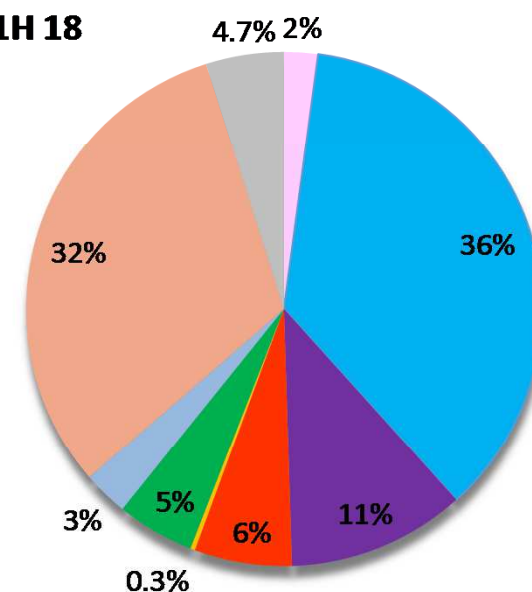
*On adoption of HKFRS 16 in 1H 19, the operating lease charges previously recorded are now replaced by amortization of right- of-use assets and interest expenses on lease liabilities. For comparative purpose, interest expenses on lease liabilities are grouped under operating costs in the above table.

Breakdown of Operating Costs

1H 19



1H 18



- Advertising & Promotion
- Staff commission
- Sales salaries
- Supporting staff salaries
- Service Apartment Operating Staff
- Rental Expenses*
- Bad debts
- Rebate Incentives
- Others

*On adoption of HKFRS 16 in 1H 19, the operating lease charges have been replaced by amortization of right-of-use assets and interest expenses on lease liabilities. For comparative purpose, the rental expenses above included the interest expenses on lease liabilities.

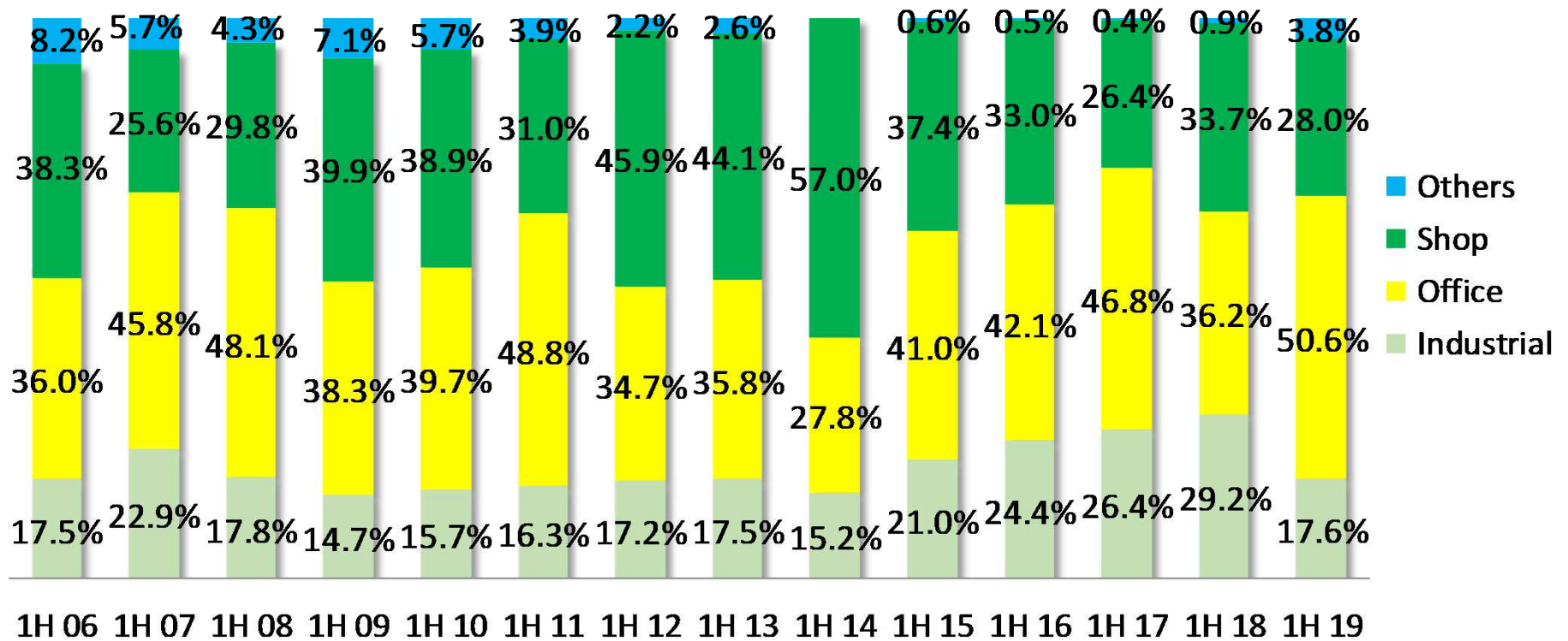
Changes in Costs

(HK\$ '000)	1H 19	1H 18	1H 19 Vs 1H 18
Advertising & Promotion	5,935	7,478	-20.6%
Staff commission	91,189	127,618	-28.5%
Sales salaries	40,555	39,308	+3.2%
Supporting staff salaries	21,435	21,543	-0.5%
Serviced Apartment Operating Staff	1,195	1,026	+16.5%
Rental Expenses*	17,627	17,143	+2.8%
Bad debts	478	9,976	-95.2%
Rebate Incentives	93,553	111,008	-15.7%
Others	18,760	17,216	+9.0%

*On adoption of HKFRS 16 in 1H 19, the operating lease charges have been replaced by amortization of right- of-use assets and interest expenses on lease liabilities. For comparative purpose, the rental expenses above included the interest expenses on lease liabilities.

Segment Analysis

Revenue from Various Property Segments

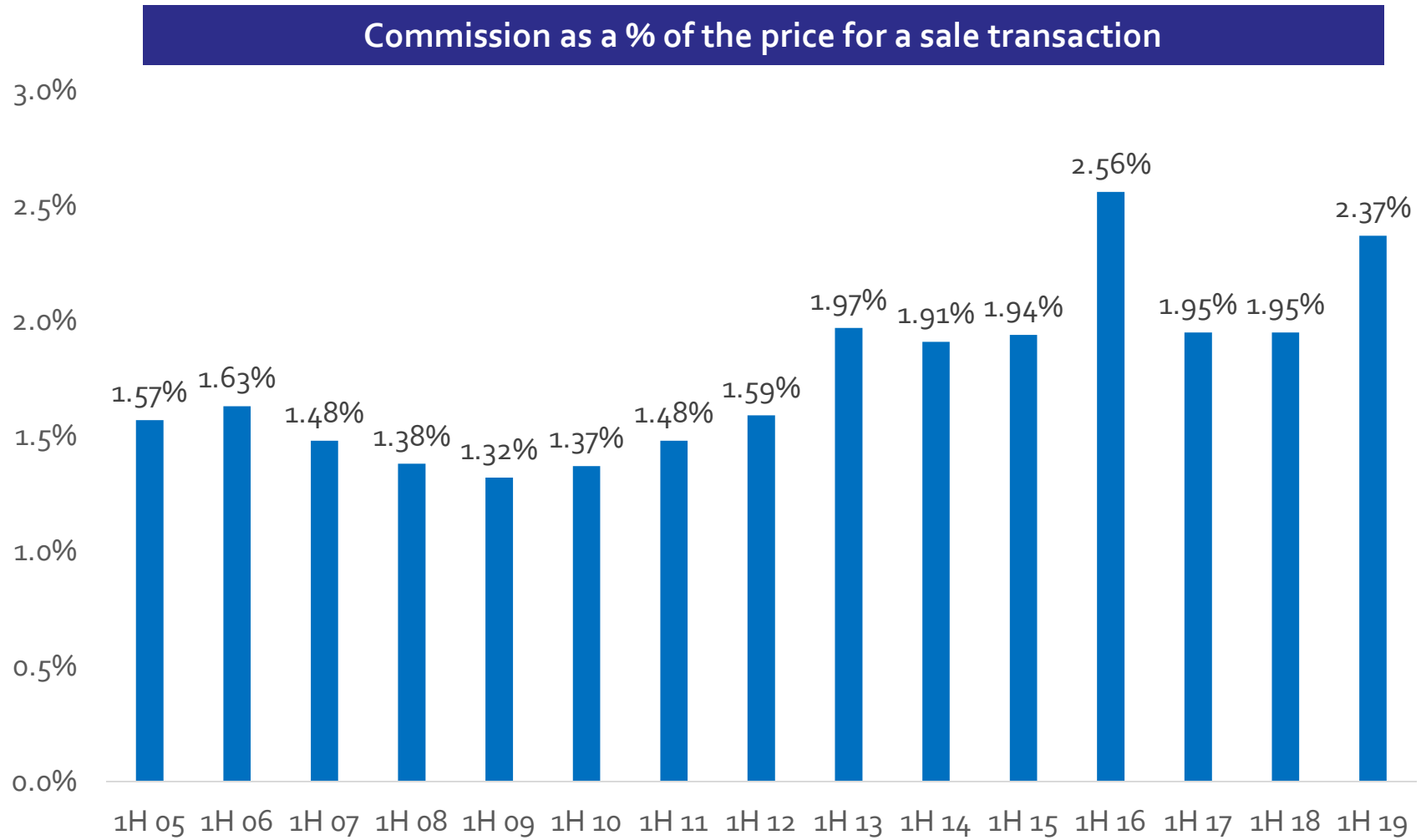


Company Background

Operating Highlights

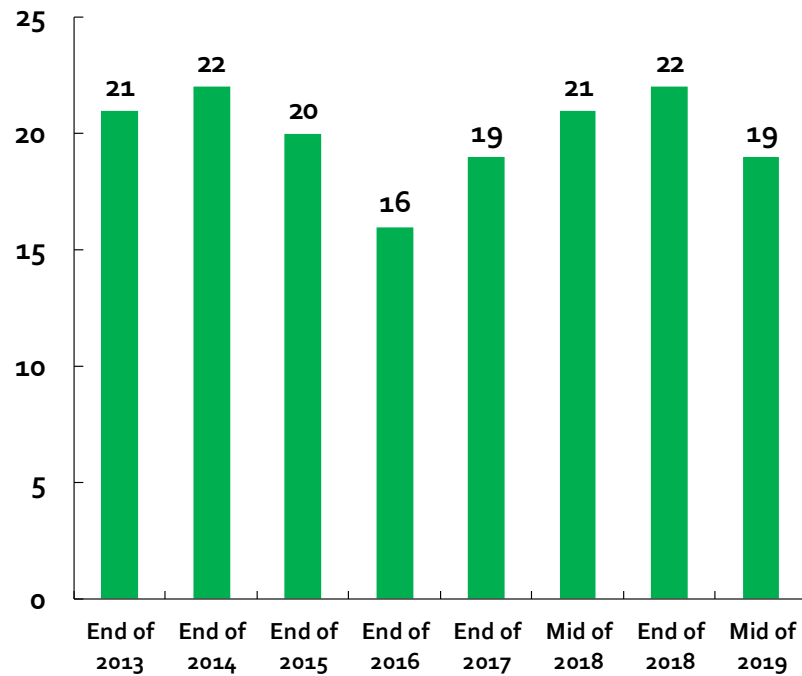
Market Outlook

Commission Rate

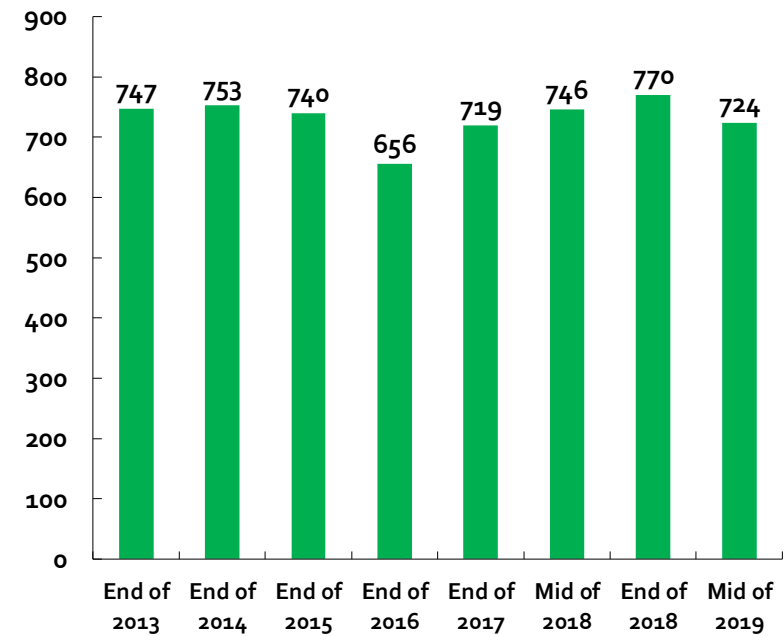


Number of Branches and Staff

Number of Branches



Number of Staff



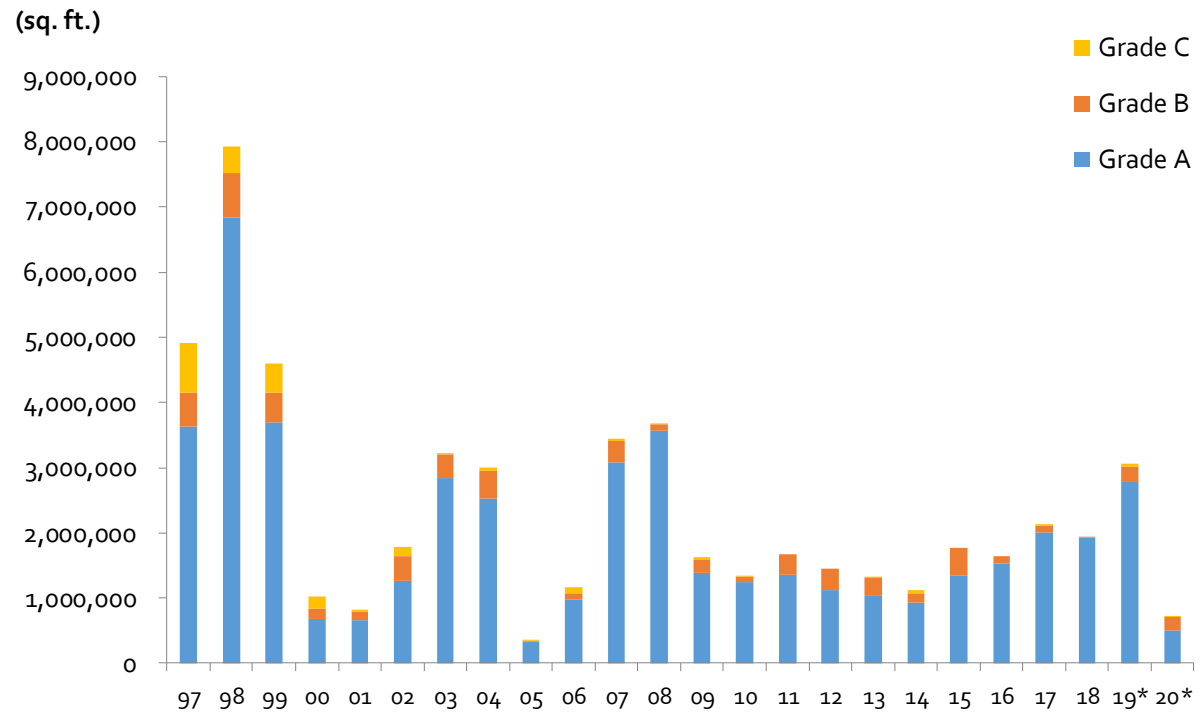
Company Background

Operating Highlights

Market Outlook

Office Market

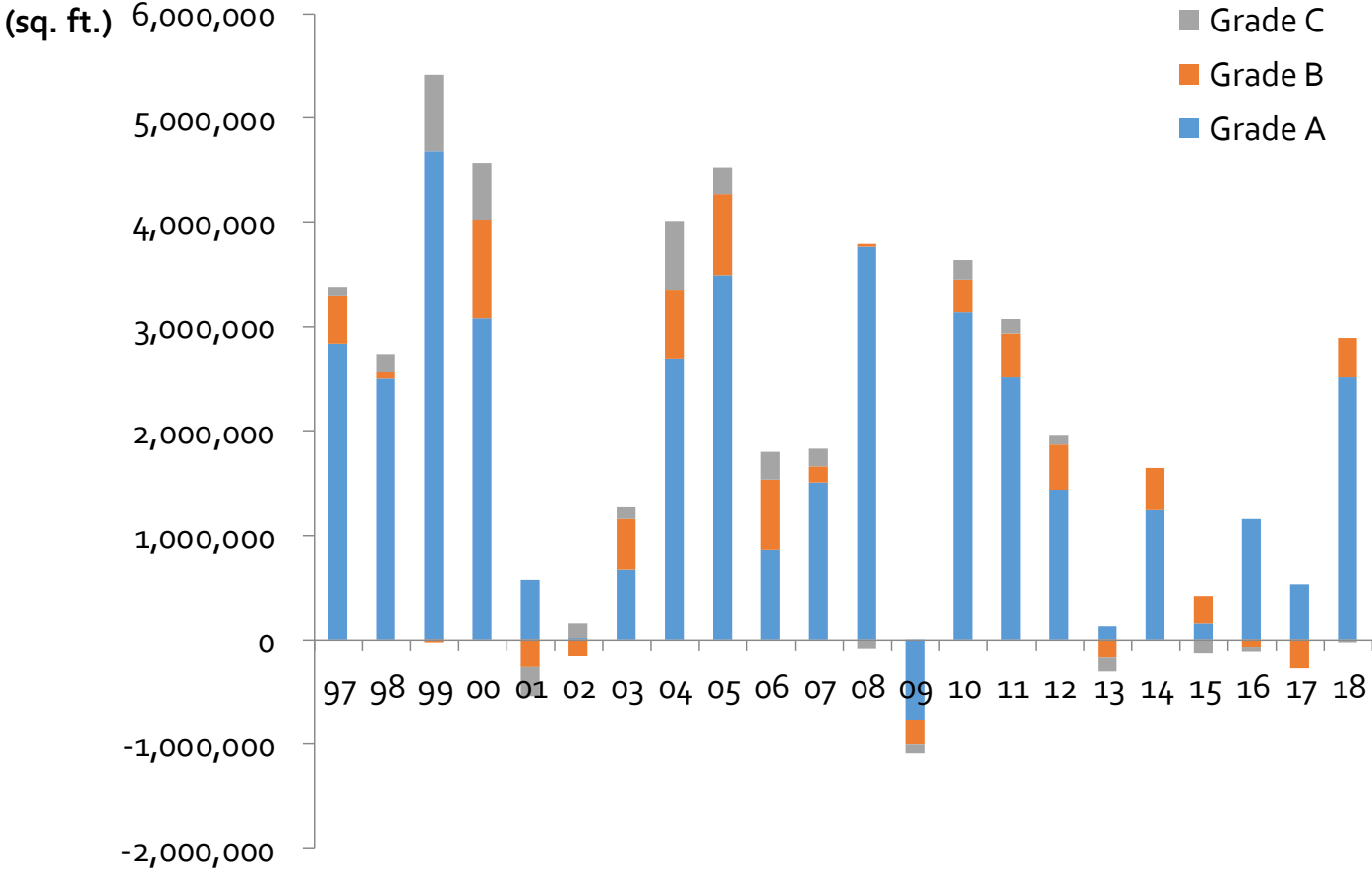
Completions of Office



*Forecast

Source : Rating and Valuation Department

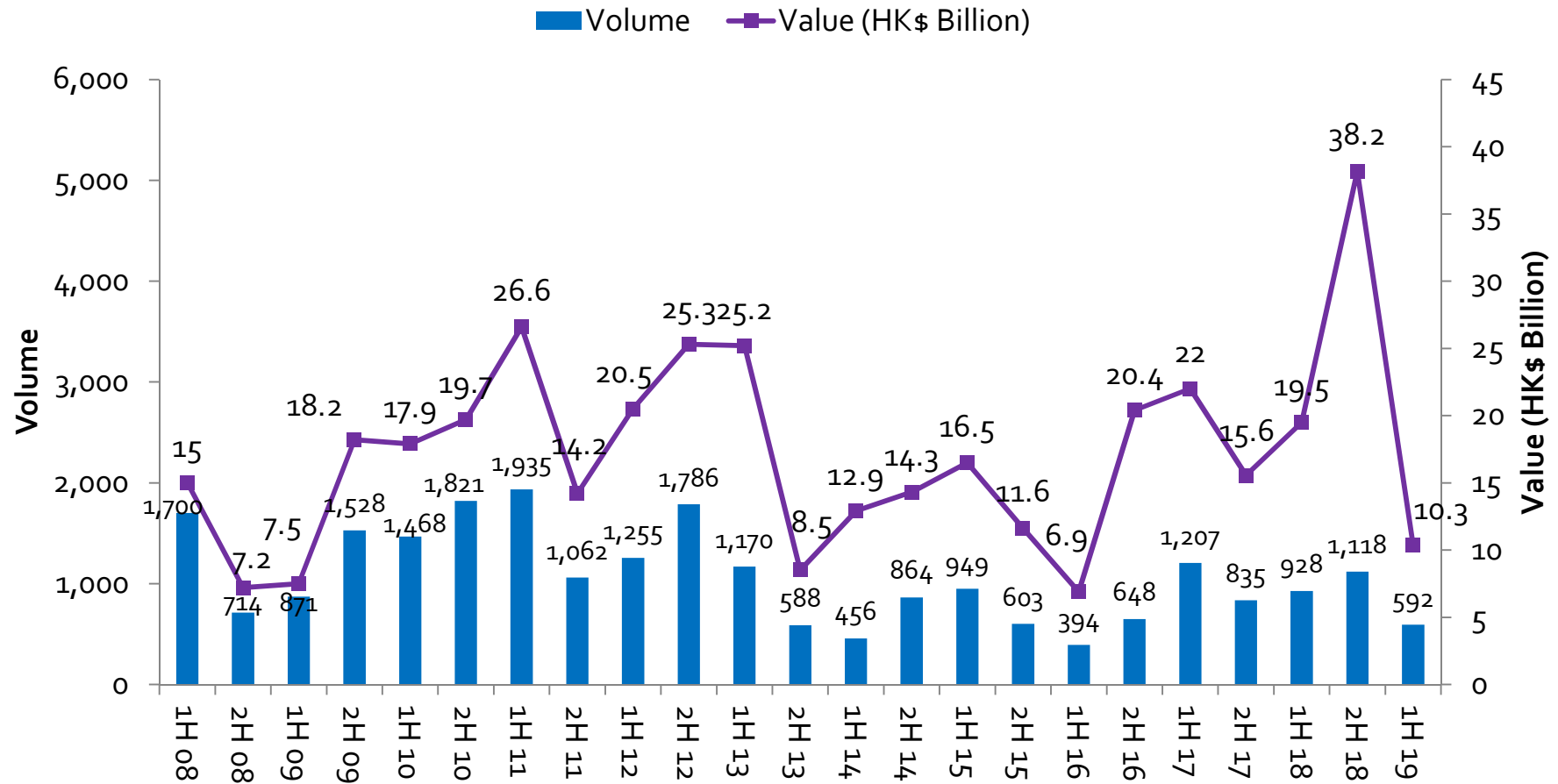
Take Up of Office



Source : Rating and Valuation Department

Office Sector Outperformed

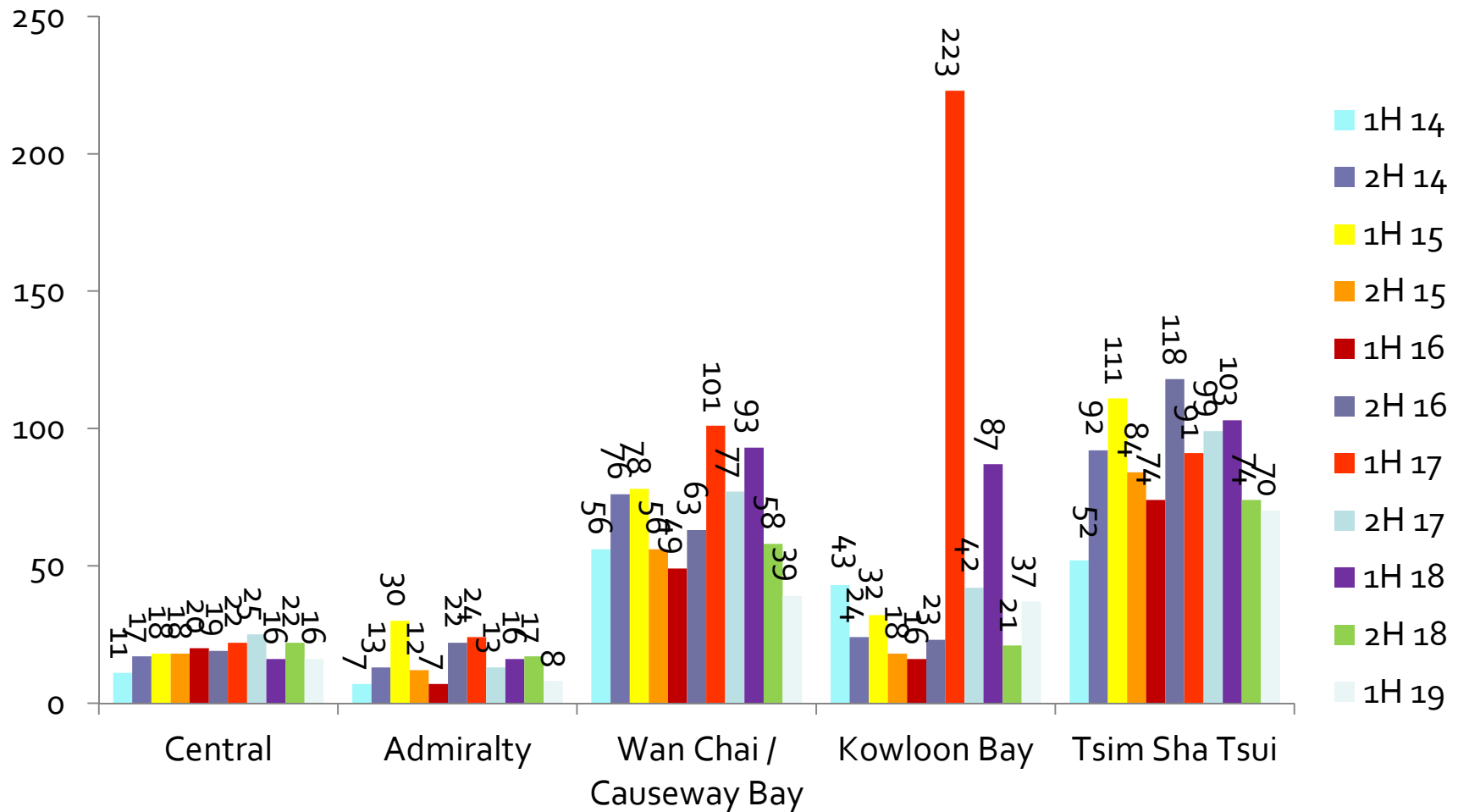
Volume and Value of Office Transactions



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

Source : Land Registry & Midland IC&I

Office Transaction Volume in Core Districts



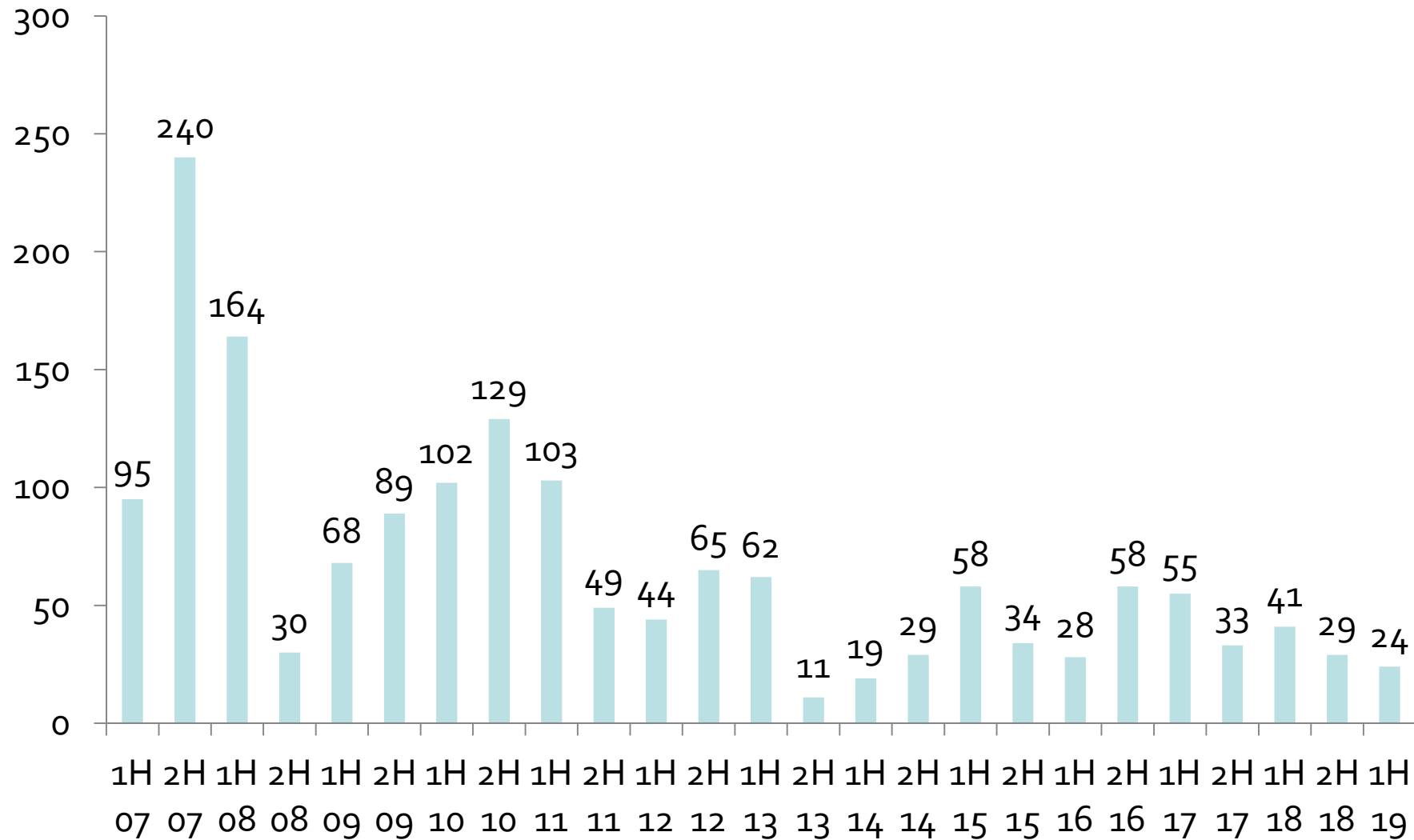
Source : Land Registry & Midland IC&I

Constituents of 12 Grade A Office Buildings

Area	Grade A Office Building	Prices at 07/19 (HK\$/sq. ft.)
Sheung Wan	Shun Tak Centre	37,660
Central	No.9 Queen's Rd Central	55,802
Admiralty	Bank of America Tower	52,513
Admiralty	Admiralty Centre	33,037
Admiralty	Far East Finance Centre	42,500
Admiralty	Lippo Centre	31,407
Wan Chai	Convention Plaza	36,324
Tsim Sha Tsui	Wing On Plaza	16,350
Tsim Sha Tsui	Concordia Plaza	16,090
Tsim Sha Tsui	Lippo Sun Plaza	21,589
Tsim Sha Tsui	New Mandarin Plaza	12,246
Tsim Sha Tsui	Silvercord	21,001

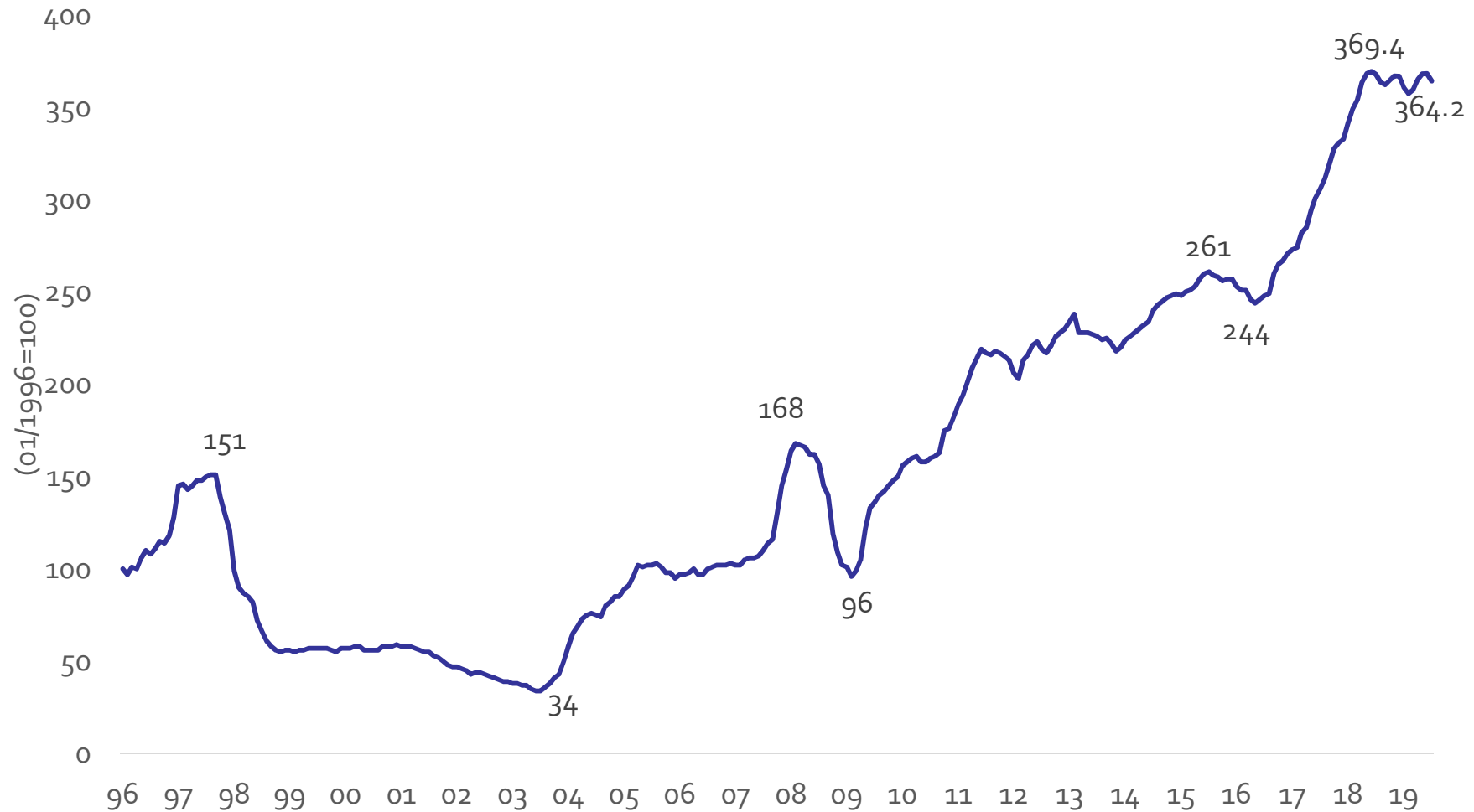
Source : Midland IC&I

Transaction Volume of 12 Grade A Office Buildings



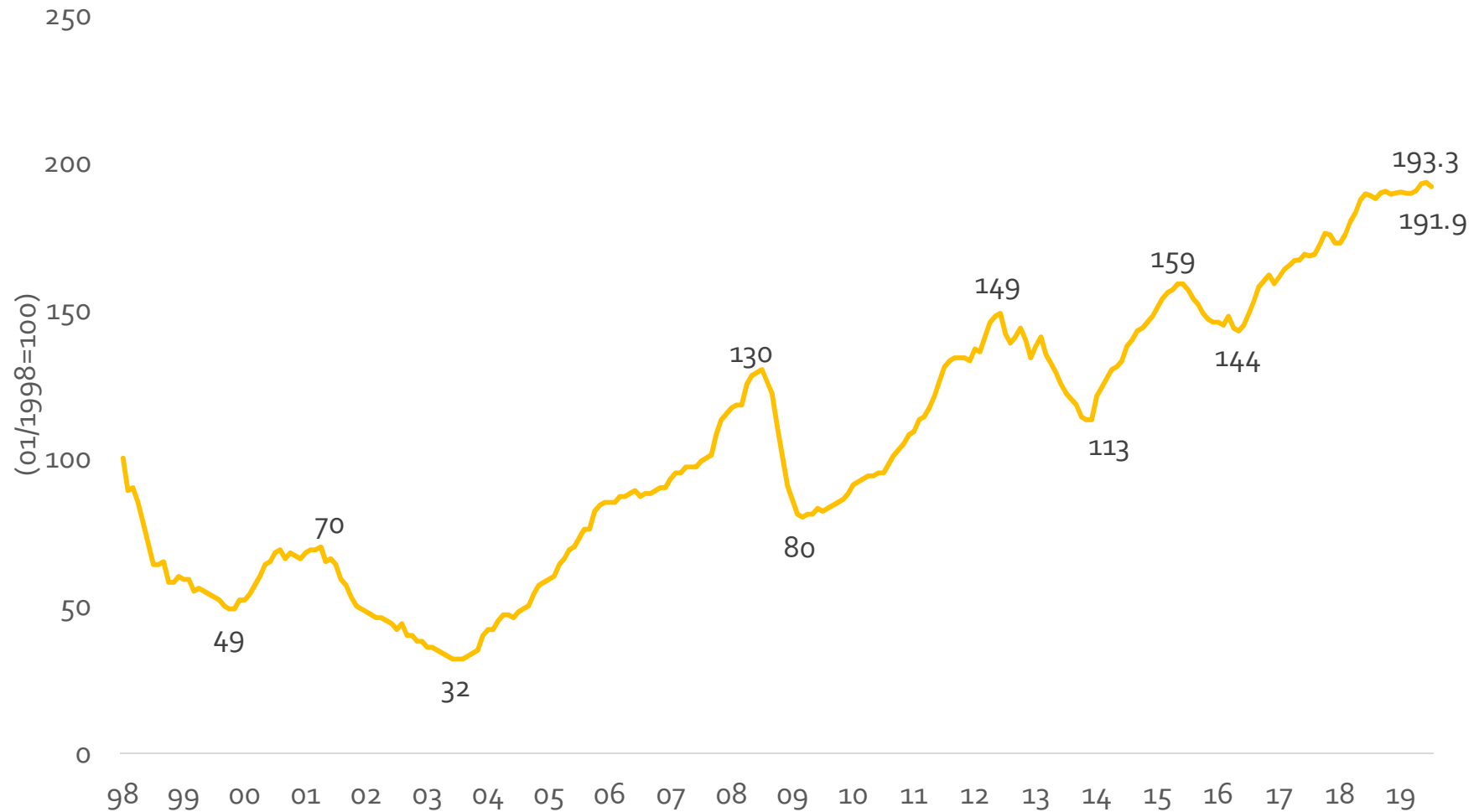
Source : Land Registry & Midland IC&I

Grade A Office Price Indices



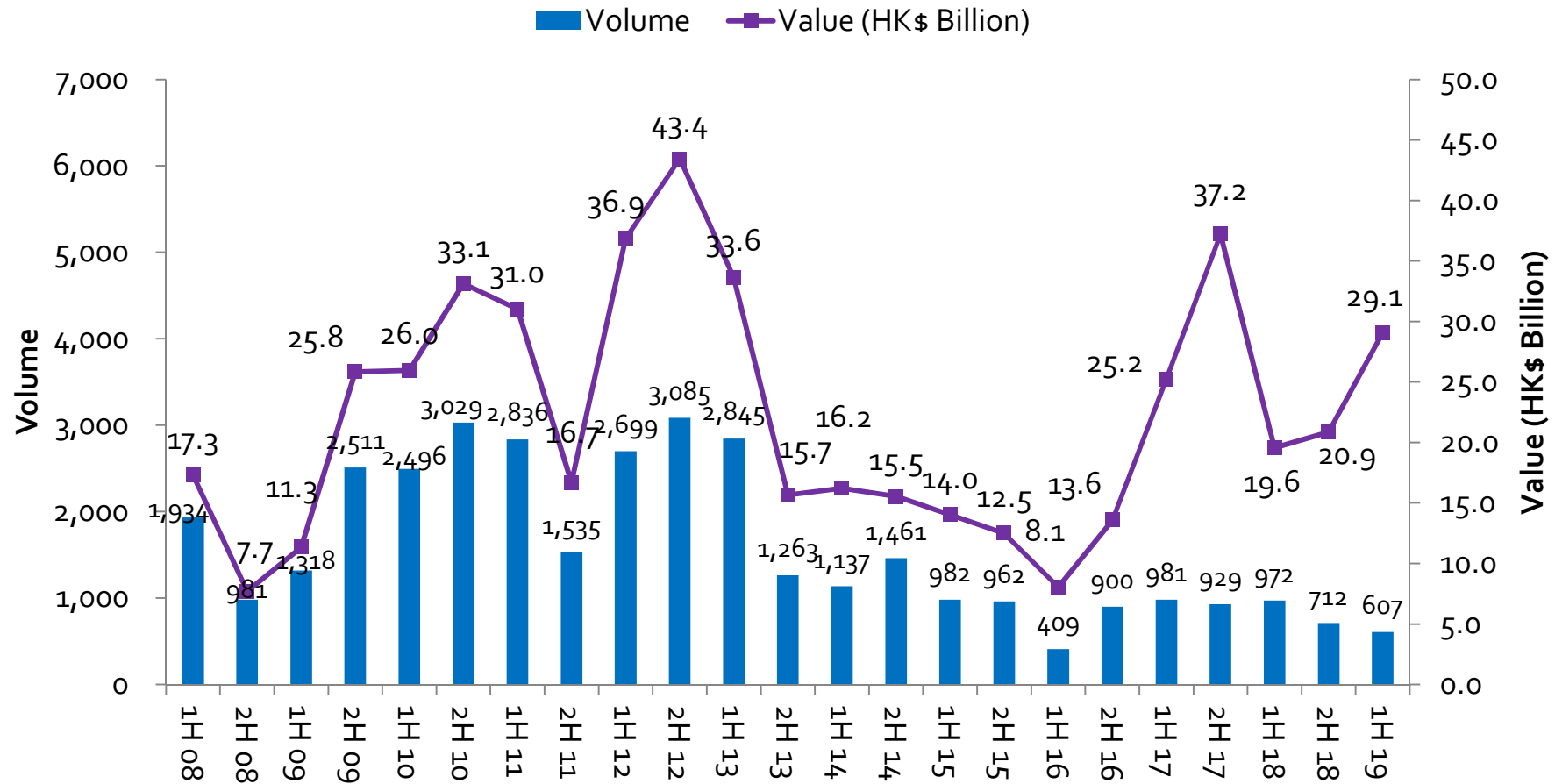
Source : Midland IC&I

Grade A Office Rent Indices



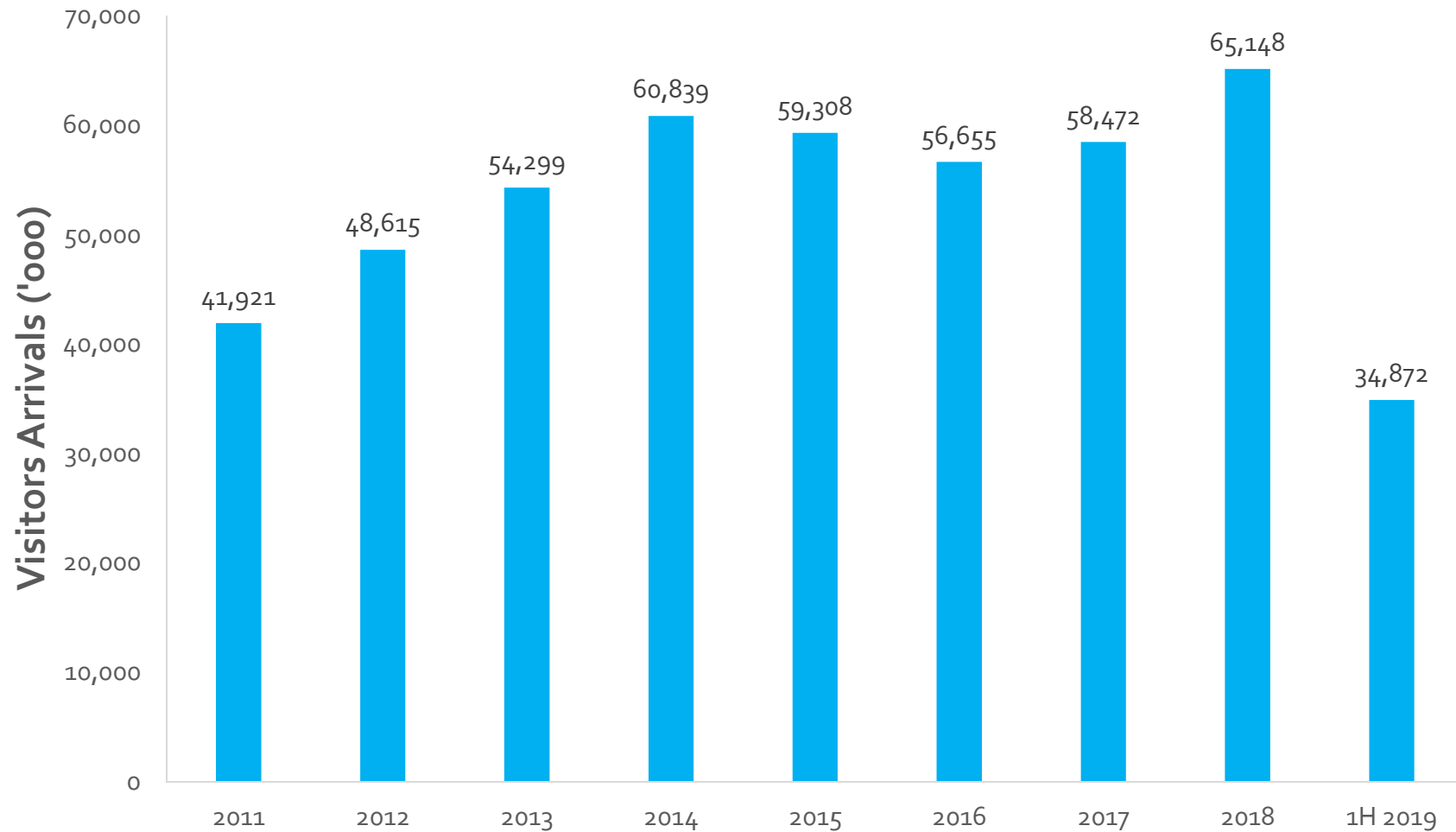
Source : Midland IC&I

Bargain Hunting Supported Retail Properties Sales



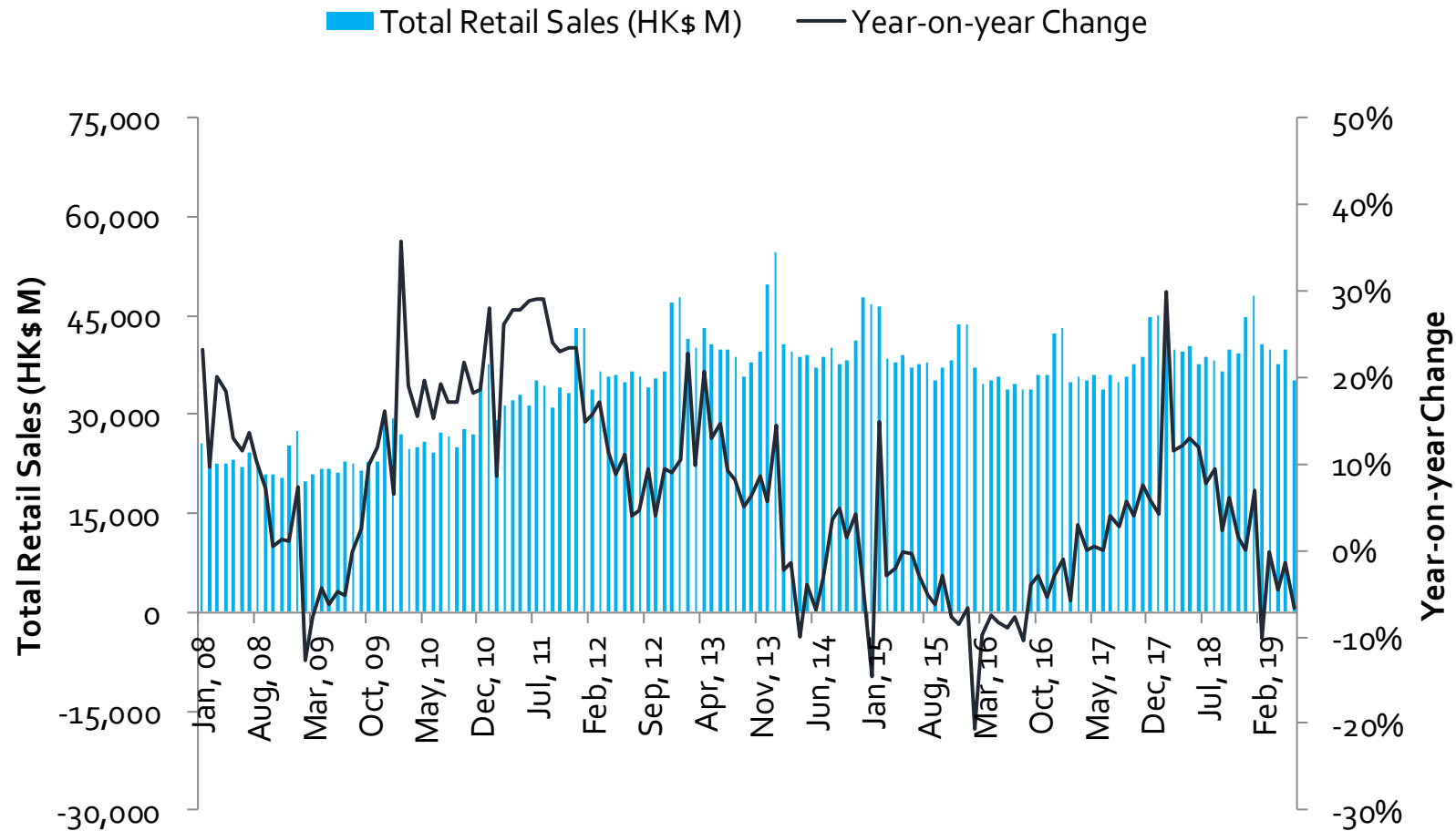
Source : Land Registry & Midland IC&I

Visitors Arrivals



Source : Hong Kong Tourism Board

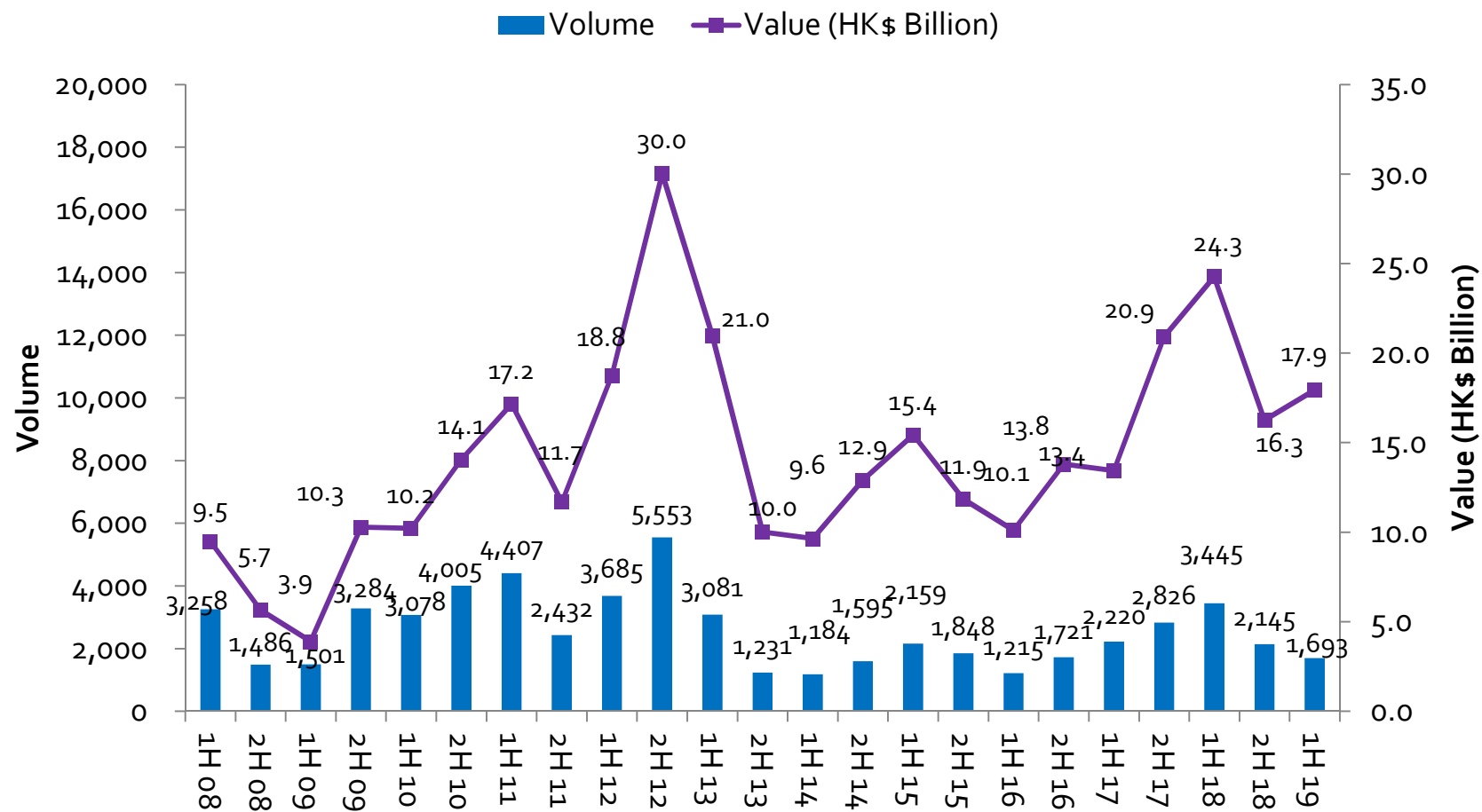
Retail Sales



Remarks : Jun 19 are Provisional Figures

Source : Census and Statistics Department

Revitalisation, a possible stimulus for the industrial sector



Source : Land Registry & Midland IC&I

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