



Press Release

SIUD ESTABLISHES STRATEGIC COOPERATION WITH PING AN REAL ESTATE

(Hong Kong, 1 December 2015) **Shanghai Industrial Urban Development Group Limited** ("SIUD" or the "Group"; SEHK: 563) and Shenzhen Ping An Real Estate Co., Ltd ("Ping An Real Estate"). signed a strategic cooperation agreement in the end of November 2015. Under the agreement, both parties will explore cooperation initiatives on equity collaboration, asset management, financial investment, professional fund and real estate financing business by bringing their respective advantages. Both companies agreed to explore opportunities on new project collaboration, co-development of existing projects and cooperation at the capital market by starting from the real estate sector.

Being one of the Fortune Global 500 Companies, Ping An Real Estate is the subsidiary of Ping An Insurance (Group) Company of China, Ltd ("Ping An Group"). for professional real estate investment business. Its total assets under management reaches RMB50 billion. Dually headquartered in Shanghai and Shenzhen, Ping An Real Estate's business spans across commercial property, tourism & endowment property, industrial & logistic property and residential property, against the backdrop of Ping An Group's strong financial platform.

At present, with increasing risk in the property industry, "Alliance between Giants" has been prevailing in the sector. Prior to the agreement with Ping An Real Estate, SIUD has successfully established strategic cooperative relationship with Sun Hung Kai and Nan Fung Group, as well as concluded a cooperation agreement with the Minhang District Government in Shanghai. Mutual benefits will be secured through respective complementary advantages. In the future, SIUD will seek cooperation on primary and secondary land development and urban renewal projects. Meanwhile, resources for

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development and construction of various property businesses will be reasonably allocated through asset transaction and strategic cooperation. With the diversification of its business, the Group will advocate its own development path by integrating real estate development and commercial property operation.

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About Shanghai Industrial Urban Development Group Limited

Shanghai Industrial Urban Development Group Limited is a subsidiary of Shanghai Industrial Holdings Limited. At the end of June 2015, the Group owns 20 real estate projects in 11 tier-one and tier-two Chinese cities, which include Shanghai, Beijing, Shenyang, Tianjin, Kunshan, Wuxi, Xi'an, Chongqing, Changsha, Shenzhen and Zhuhai. Most of the projects belong to mid-range to high-end residential properties, and are already in the construction stage, with total saleable area of approximately 4,900,000 square meters.