# NOMURA

# **China property**

# Prepare for massive launches in September

What do we expect for the property market in 3Q?

Traditionally, July and August are comparatively weaker months for property sales due to seasonality. We believe this summer won't deliver any surprises before we see massive launches in September (i.e. no m-m improvement). However, sales should be relatively stronger than in 2Q with narrowing y-y sales decline due to the subtle credit and policy easing. We believe selective companies – including COLI, Vanke and Shimao – should outperform the others in 3Q sales with strong execution and flexible pricing.

# Property sales should be relatively strong with more price cuts

July and August are usually a low season for property sales with fewer new launches (~20% in 2011-2013 on average). We don't expect the coming summer to be an exception, but anticipate a narrowing y-y decline. We believe the sales volume will move up gradually, albeit with more price cuts, in 3Q. A solid pick-up should be observed in September and October, in our view.

# Major developers hint at more launches in 2H, but performance diverges

As of June, the major developers have achieved 20% y-y growth (vs. target of +16% y-y) in aggregate and reached 45% of their full-year targets. Most of these developers are preparing more new launches in September and cutting prices to achieve their targets. We believe COLI, Vanke, Sunac and CIFI (884 HK) may exceed their targets, while Longfor (960 HK), Guangzhou R&F (2777 HK), CR Land (1109 HK), Sino Ocean (3377 HK), Franshion (817 HK) and Yanlord (YLLG SP) may be under pressure. Our Buy-rated picks are Sunac (1918 HK, TP: HKD10.52), COLI (688 HK, TP: HKD27.69), Vanke (2202 HK, TP: HKD17.94), Shimao (813 HK, TP: HKD25.15), KWG (1813 HK, TP: HKD5.83) and Kaisa (1638 HK, TP: HKD4.27).

### Land sales continue to slide and should be weaker in 3Q

CREIS data shows that June land sales volume declined 52%/1%/50% y-y in T1/T2/T3 cities, while YTD land sales volume declined 14%/15% y-y in T2/T3 cities and increased 16% y-y in T1 cities. We believe land prices will drop together with property prices and more land auctions will fail. Based on our conversations with major developers, we believe that some of them are cutting their land purchases and waiting for a better entry point in 4Q.

# Property prices will drop further in 3Q

The Soufun property price index shows that property prices were down 0.3% and 0.5% in May and June, respectively, for the top 100 cities. For the top 10 cities, they were down 0.2% in May and 0.4% in June. With more developers likely to cut prices, we expect that the prices will drop further in 3Q, despite the policy and credit easing.

# Policy and credit easing

In 2H14, we expect more cities to relax home purchase restrictions (HPR) or start internal discussions aimed at removing them. Huhhot has removed the home-ownership check on all buyers; Jinan has announced that the HPR removal is pending approval; and press reports indicate that Wuhan will abolish the HPR soon. On the credit side, the PBoC has requested local banks to prioritise first-home mortgage at reasonable interest rates. However, most of these policies are not materially implemented yet. We expect a better implementation in 3Q to help in sustaining the market demand.

# **Global Markets Research**

10 July 2014

# **Anchor themes**

We expect overall property sector growth to slow, but big developers with good access to borrowing, cheap financing, and strong execution should benefit from market consolidation. We suggest investors stick with big developers and quality small caps.

### Nomura vs consensus

We are more bullish than the market on China's property sector. Our 2014F earnings forecasts are generally higher than consensus.

# **Research analysts**

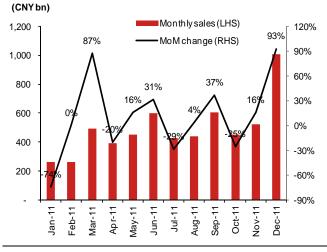
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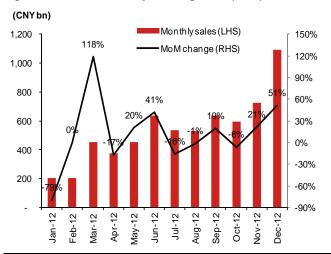
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#### Fig. 1: National commodity housing sales (2011)



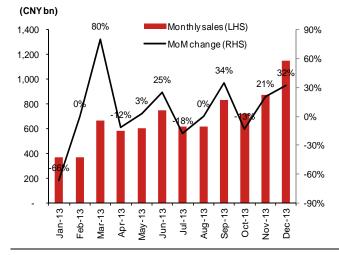
Source: CEIC, Nomura research

#### Fig. 3: National commodity housing sales (2012)



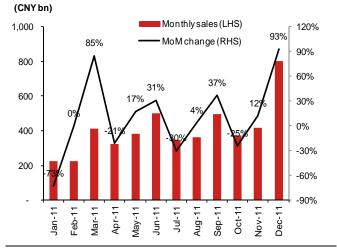
Source: CEIC, Nomura research

#### Fig. 5: National commodity housing sales (2013)

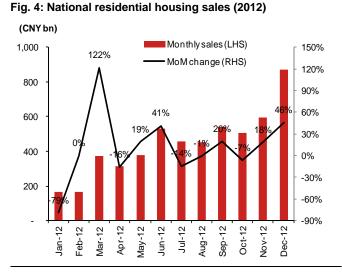


Source: CEIC, Nomura research

Fig. 2: National residential housing sales (2011)

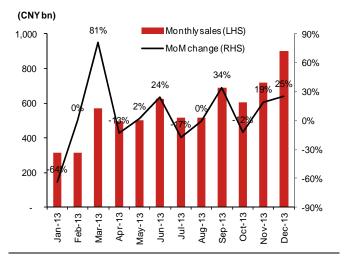


Source: CEIC, Nomura research

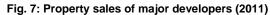


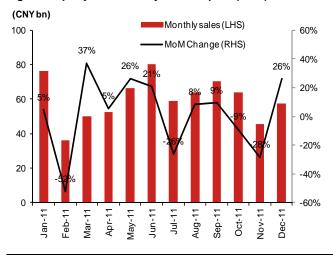
Source: CEIC, Nomura research

Fig. 6: National residential housing sales (2013)

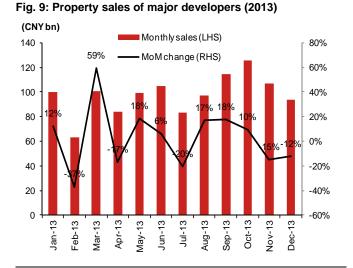


Source: CEIC, Nomura research

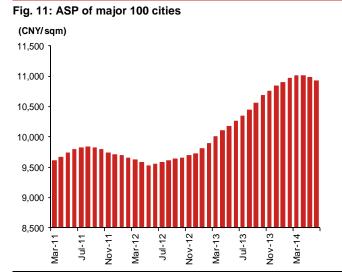




Source: Company data, Nomura research

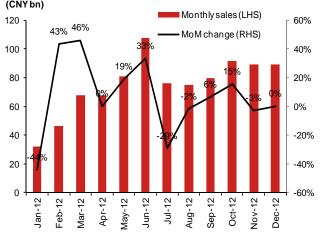


Source: Company data, Nomura research

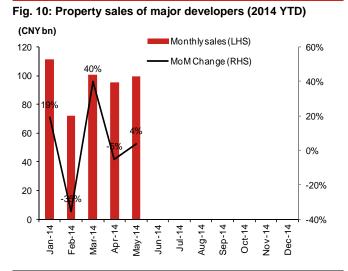


Source: CREIS, Nomura research

Fig. 8: Property sales of major developers (2012) (CNY bn)

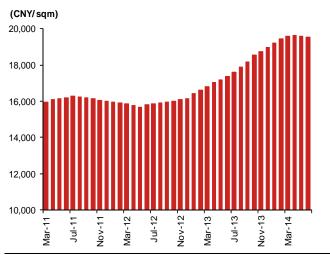


Source: Company data, Nomura research



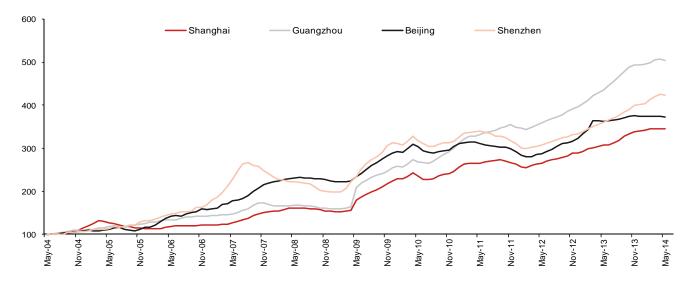
Source: Company data, Nomura research

Fig. 12: ASP of top-10 cities



Source: CREIS, Nomura research

#### Fig. 13: Secondary property price index of major cities



Source: Centaline, Nomura research

Fig.	14:	Summary	of	stock	ratings	and	valuations

Stock name	Ticker	Market Cap	Latest	Target Price*	Upside	Rating	P/E			P/B	NAV	NAV	Net Gearing
		(USD mn)	Price*	Price* '		0	2014F	2015F	2016F	2013A		discount	2013A**
Agile	3383 HK	2,529	5.82	7.35	26%	Neutral	3.2	2.9	2.7	0.5	16.33	-64%	90%
CIFI	884 HK	1,112	1.45	2.29	58%	Buy	2.9	2.2	2.1	0.8	4.58	-68%	71%
COGO	81 HK	1,570	5.47	5.74	5%	Neutral	3.8	3.3	3.0	1.1	11.47	-52%	48%
COLI	688 HK	21,094	20.55	27.69	35%	Buy	7.0	5.9	5.8	1.5	25.17	′ -18%	28%
CR Land	1109 HK	11,316	15.38	22.58	47%	Buy	8.0	6.6	5.4	1.1	28.23	-46%	43%
Franshion	817 HK	2,518	2.14	3.71	73%	Buy	4.9	3.9	3.3	0.6	5.70	-62%	63%
Greentown	3900 HK	2,287	8.43	11.00	30%	Buy	3.0	2.9	2.5	0.6	20.00	-58%	77%
Guangzhou R&	F 2777 HK	4,241	10.42	15.73	51%	Buy	4.1	3.3	2.9	0.8	26.21	-60%	116%
Kaisa	1638 HK	1,600	2.49	4.27	71%	Buy	2.8	2.1	1.6	0.6	8.53	-71%	80%
KWG Property	1813 HK	1,822	5.00	5.83	17%	Buy	3.9	3.1	2.4	0.6	11.66	5 -57%	56%
Longfor	960 HK	7,092	10.42	13.43	29%	Buy	6.1	5.0	4.3	1.2	17.90	-42%	62%
Poly HK	119 HK	1,566	3.42	2.95	-14%	Reduce	5.1	4.4	3.9	0.4	7.38	-54%	90%
Shimao	813 HK	7,115	16.26	25.15	55%	Buy	5.0	3.7	3.1	1.1	33.53	-52%	71%
Shui On	272 HK	2,013	1.97	1.94	-2%	Reduce	9.6	9.5	6.3	0.3	4.85	-59%	76%
Sino-Ocean	3377 HK	3,954	4.19	5.02	20%	Buy	5.4	4.6	3.8	0.5	8.36	-50%	48%
SOHO China	410 HK	4,064	6.19	5.96	-4%	Neutral	10.5	17.1	16.9	0.7	7.01	-12%	17%
Sunac	1918 HK	1,997	4.69	10.52	124%	Buy	2.5	2.0	1.7	0.9	19.13	-75%	93%
Vanke	2202 HK	16,252	15.90	17.94	13%	Buy	7.4	6.3	6.1	1.8	21.11	-25%	42%
Yanlord	YLLG SP	1,801	1.17	0.97	-17%	Reduce	9.5	7.6	6.4	0.6	1.93	-40%	57%
Average							5.5	5.1	4.4	0.83		-51%	65%
Average excl S	hui On, S	OHO and Yan	lord				4.7	3.9	3.4	0.89		-53%	67%

Note: Prices as of 8 July 2014. \* The latest prices and target prices are denoted in HKD, except for Yanlord, which is denoted in SGD. \*\* Net gearing is computed on total equity excluding minority interest

Source: Company data, Nomura estimates

					les		YTD C	YTD Contracted sales			ntracted les	2013	
	Ticker	Jun 13	May 14	Jun 14	% MoM	% YoY	2013	2014	% YoY	Target	% done	Target	Actual
Agile	3383 HK	3.2	3.3	5.2	60%	61%	16.1	21.7	34%	48	45%	42.0	40.3
Beijing Capital	2868 HK	2.2	1.1	1.7	46%	-26%	6.6	6.8	3%	28	24%	20.0	19.6
Central China	832 HK	1.5	1.1	-	n/a	n/a			n/a	17	24%	12.6	14.0
China SCE	1966 HK	1.0	0.9	0.9	-2%	-17%	5.2	5.6	9%	14	40%	7.5	10.8
CIFI	884 HK	1.5	1.4	2.0	40%	35%	7.2	10.2	42%	22	46%	12.5	15.3
COGO	81 HK	1.9	1.8	-	n/a	n/a			n/a	23	24%	17.0	17.2
COLI	688 HK	15.2	10.5	-	n/a	n/a			n/a	140	40%	120.0	138.5
Country Garden	2007 HK	4.9	8.3	9.1	9%	87%	33.7	58.4	74%	128	46%	62.0	106.0
CR Land	1109 HK	5.2	5.7	-	n/a	n/a			n/a	70	28%	57.0	66.3
Evergrande	3333 HK	10.4	11.8	13.1	11%	26%	44.6	69.3	55%	110	63%	100.0	100.4
Fantasia	1777 HK	0.6	0.4	0.4	7%	-24%	3.7	1.8	-51%	15	12%	7.2	10.2
Franshion	817 HK	1.2	0.6	-	n/a	n/a			n/a	22	18%	13.0	14.6
Future Land	1030 HK	1.4	1.6	2.5	54%	73%	7.6	9.7	28%	24	40%	20.0	20.6
Greentown	3900 HK	5.6	5.5	6.7	22%	20%	29.4	27.6	-6%	65	42%	55.0	62.1
Kaisa	1638 HK	2.3	2.2	-	n/a	n/a			n/a	30	28%	22.0	23.9
KWG	1813 HK	1.2	1.4	1.8	31%	48%	8.1	10.0	24%	21	48%	16.0	16.3
Longfor	960 HK	4.3	3.1	-	n/a	n/a			n/a	57	28%	46.0	48.1
Poly China	600048 CH	12.3	12.2	16.5	35%	34%	63.6	65.1	2%	120	54%	120.0	125.3
Poly HK	119 HK	3.2	2.1	-	n/a	n/a			n/a	28	36%	26.0	26.7
Guangzhou R&F	2777 HK	3.1	2.8	4.0	44%	31%	18.6	25.8	39%	70	37%	42.0	42.2
Shimao	813 HK	7.2	6.0	8.1	34%	12%	32.5	32.1	-1%	80	40%	55.0	67.1
Sino-Ocean	3377 HK	3.1	2.1	4.2	99%	37%	17.8	13.2	-26%	40	33%	35.0	35.8
Sunac	1918 HK	4.8	5.2	6.6	27%	36%	20.3	26.0	28%	65	40%	45.0	50.8
Vanke	2202 HK	13.5	14.5	19.4	33%	44%	83.7	100.9	21%	205	49%	n/a	170.8
Yuexiu	123 HK	1.1	2.0	3.1	60%	192%	8.6	10.6	23%	22	48%	13.2	14.6
Yuzhou	1628 HK	0.7	0.9	-	n/a	n/a			n/a	11	34%	9.0	11.0
Total 17 develope	rs	77	81	105	31%	36%	407	495	21.5%	1,077	46%	652	908

Source: Company data, Nomura research

Fig. 16: Residential land sales comparison									
	Tier 1	Tier 2	Tier 3						
2014 June land sales (sqm)	1,080,159	23,603,184	39,171,496						
2013 June land sales (sqm)	2,255,334	23,891,162	78,611,439						
June land sales y-y change	-52%	-1%	-50%						
2014 YTD land sales (sqm)	15,382,143	119,192,462	297,513,336						
2013 YTD land sales (sqm)	13,261,093	139,382,764	351,403,630						
YTD land sales y-y change	16%	-14%	-15%						

Source: CREIS, Nomura research

# Fig. 17: Key emphases of the PBoC Housing Financing Meeting in May

ltem	Details
1	Allocate credit resources properly, with priority to meet first home buyer mortgage requests.
2	Consider financial sustainability and risk management, and set reasonable interest rate for first home mortgage borrowers.
3	Enhance efficiency on approving and releasing qualified mortgages.
4	Manage credit risk. Strictly follow all mortgage rules and instructions, and strengthen the monitoring and analysis on mortgage risks.
5	Establish information sharing mechanism, and timely respond to major public concerns.

### Fig. 18: Recent housing policy relaxation details

Date	City	Province	Policy relaxation details	政策放松细节
4-Jul	Bangbu	Anhui	All workers are allowed to apply for housing loans with the Housing Provident Fund after making 3-month contributions to the Fund. They are also allowed to apply for loans for buying second homes provided that they have fully repaid the previous loans. The maximum loan amount has been raised to CNY40k from CNY30k for couples, and from CNY20k to CNY30k for singles for both first and second home.	购房职工及其所在单位在该市按时连续缴存住房公积金3个月以上的(含3个月), 符合条件可申请住房公积金贷款。夫妻双方均缴存住房公积金的,公积金贷款最高 额度由原先的30万提高至40万元;职工一方(含单身)缴存住房公积金的,贷款最 高额度由之前的20万元上调为30万元。 蚌埠职工家庭首套住房公积金贷款还清后的次月,即可再次申请住房公积金贷款。 二套房公积金贷款最高额度,恢复与首套住房公积金贷款最高额度相同。
1-Jul	Wuhan	Hubei (press report)	Local government will (1) remove the HPR on third homes for local citizens and on second homes for foreign buyers; (2) request banks to reduce mortgage interest rate for first home buyers; (3) ban all aggressive price cuts. Besides, starting from July 1, high school graduates with 2-year working experience and university graduates are eligible to apply for hukou in the city.	放宽本地居民第三套房和外地人购买二套房有关政策;限制首套贷款利率不下浮的 银行承接房贷业务;同时严禁开发商恶意降价,下浮 15%将约谈、下浮 20%将停 止网签。 从7月1日起,凡毕业超过2年的普通高校毕业生或留学回国人员,在武汉就业创 业且具备本科或研究生学历的,只需提供学历学位证书、劳动合同、1年社保缴纳 证明以及合法住所证明,或者自主创业且本人为法人代表的,均可在武汉市落户。 而在此前,高校毕业生须毕业2年内在武汉就业创业才可落户。
27-Jun	Jinan	Shandong	Considering the complete removal of HPR in the city, pending approval of the Ministry of Housing and Urban-Rural Development (MOHURD).	建议在全市范围内解除新建商品住房与存量住房限购 ,待报国家住建部备案后实 施。
27-Jun	Huhhot	Inner Mongolia	Abolished the commodity housing background-check system, purchasers are no longer required to provide "home ownership" proofs for buying new houses. Non- local residents are also allowed to buy houses for working in the city.	取消商品房销售方案备案制度,居民购买商品住房(含二手住房)在办理签约、网 签、纳税、贷款以及权属登记时,不再要求提供住房套数查询证明。产权登记部门 在办理相关业务时,不再对购房人的房屋套数进行查询,按照中央城镇化工作会议 关于"优先解决好进城时间长,就业能力强,可以适应城镇产业转型升级和市场竞争 环境的人,使他们及其家庭在城镇扎根落户,有序引导增量人口流向"等要求,允许 外来人口在市区购买成套商品住房(含二手住房)。
12-May	Zhengzhou	Henan	Housing organisations are allowed to act as the guarantors for home buyers for mortgage borrowing from financial institutions.	住房置业政策性担保机构可以为个人住房置业贷款作保证人,依据有关个人住房置 业政策,为申请个人住房贷款的借款人提供保证,在借款人未按合同约定履行住房 贷款偿还义务时,由担保机构代借款人偿还住房贷款债务

Fig. 19: Recent housing policy relaxation details (contd.)

Date	City	Province	Policy relaxation details	政策放松细节
10-May	Foshan	Guangdong	All residents (both local and non-local) are allowed to purchase one commodity house (with ASP <8.3k/sqm) per person in Gaoming district in Foshan; no social security or tax proof is required as before.	5 月 10 日起在高明区试行,允许市民仅凭借身份证,每一身份证在佛山限购一套住 宅,无社保、纳税证明等限制; 实际成交建筑面积单价在 8300 元/平方米以上沿用 原有限购政策
			For first time purchase of ordinary commodity housing (total GFA under 144 sqm per unit), government should subsidise 1% real estate deed tax	购买家庭惟一普通商品住房(建筑面积 144 平方米及以下),按房价 1%给予契税补 贴
			Qualification to apply for PHAFL (Personal Housing Accumulation Fund Loan) is changed to "6 consecutive months of PHAFL payments" from "3 consecutive months of PHAFL payments" previously.	申请公积金贷款资格认定上,个人缴存住房公积金期限由过去连续缴存 6 个月以 上,放宽为连续缴存 3 个月以上
			PHAFL cap per household is raised from CNY250,000 to CNY300,000	单职工家庭最高可申请公积金贷款额度由 25 万元提高到 30 万元
	May Tongling	Anhui	First home buyer PHAFL downpayment threshold is reduced from 30% to 20%	职工首次购房申请住房公积金贷款的首付比例由 30%降低为 20%
5-May			If first PHAFL is 100% paid off, the household can apply for PHAFL again for upgrade demand	对还清首次个人住房公积金贷款的职工家庭,准予再次申请个人住房公积金贷款购 买改善性自住住房
			Non-local residents can apply for Hukou once they obtain the housing purchase contract or invoice, etc., and do not need to wait for official housing ownership certificate as previously.	外地居民在该市购商品住房,可凭房地产管理部门备案的《商品房买卖合同》、购 房发票、契税完税凭证办理户口迁入手续,改变了以往必须办理房屋产权证后方可 迁入户口的限制性条件,但在办理房屋产权登记之前不得解除《商品房买卖合 同》。
			Speed up the process and increase the amount of releasing pre-sale restricted cash	适度增加预售监管资金拨付节点,提高拨付比例
5-May	Ningbo	Zhejiang	Relax the investigation of housing ownership during HPR implementation from city level to district level: if no house in a certain district (not city), can count as "first home buyer".	放松限购审查,购房者房产审核由户籍所在地和拟购房所在地两地核查变为仅在拟 购房所在地核查。即拟购房所在地若尚无房产,即可算作首套房。
28-Apr	Tianjin Binhai	Tianjin	Allow to purchase one house in Binhai New Town as long as the buyer does not own house in this district previously, no matter how many houses s/he owns in other cities or other districts in Tianjin.	天津滨海新区将实施差别化限购政策,即不管在天津市内或其他城市拥有几套住 房,只要在滨海新区没有,即可在新区购买一套商品住宅。差别化限购政策将主要 适用于外来务工人员等外来人口。
20710	New Town	. conjin	For people who are qualified to purchase price-capped house, allow them to pay 10% downpayment and get 70% mortgage from banks. Developers own the rest 20%, which can be purchased back by home buyers in the future.	针对有资格购买订单式限价房的人群,实施首付一成的共有产权模式:购房人只需 支付一成首付,就可取得一套房子 70%的贷款,另外 20%房款暂时由开发企业承 担。待经济条件成熟后,购房人可购回其他产权,拥有全部产权。

#### Fig. 20: Recent housing policy relaxation details (contd.)

Date	City	Province	Policy relaxation details	政策放松细节
25-Apr	Nanning	Guangxi	Aligned the HPR policy of five cities located in Guangxi West-Bay Economic Zone with that for Nanning local residents. Previously, buyers from these five cities were treated as non-local purchasers.	<sup>9</sup> 广西北部湾经济区内的北海、防城港、钦州、玉林、崇左市户籍居民家庭可参照南 宁市户籍居民家庭政策在南宁市购房
25-Apr	Hangzhou Xiaoshan District	Zhejiang	Cap the land premium deposit at higher of CNY10mn or 10% of land price, to reduce the capital stress of developers.	在购地保证金为出让地价的 10%保持不变以外,设置了 1000 万元的上限,目的在 于减轻开发商资金成本压力。
18-Apr	Wuxi	Jiangsu	Grant Hukou to non-local employees (including their spouse and children) who purchase commodity residential houses (including second-handed housing) which are above 60 sqm (previously 70 sqm) in Wuxi, Jiangyin and Yixing.	无锡市范围内(包括无锡市区和江阴、宜兴二市)执行统一的户籍准入登记规定,在 h无锡市购买成套商品住宅(含二手房)、户均建筑面积达 60 平方米以上(此前为 70 平米),且在本市有稳定工作的人员,准予本人、配偶和未成年子女来锡落户

# **Appendix A-1**

# **Analyst Certification**

I, Jeffrey Gao, hereby certify (1) that the views expressed in this Research report accurately reflect my personal views about any or all of the subject securities or issuers referred to in this Research report, (2) no part of my compensation was, is or will be directly or indirectly related to the specific recommendations or views expressed in this Research report and (3) no part of my compensation is tied to any specific investment banking transactions performed by Nomura Securities International, Inc., Nomura International plc or any other Nomura Group company.

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Kaisa Group Holding	1638 HK	HKD 2.49	08-Jul-2014	Buy	Not Rated	18-Feb-2014	N/A
KWG Properties	1813 HK	HKD 5.00	08-Jul-2014	Buy	Not Rated	18-Feb-2014	N/A
Sunac China Holdings	1918 HK	HKD 4.69	08-Jul-2014	Buy	Not Rated	07-Jan-2014	N/A
China Vanke Co	2202 HK	HKD 15.90	08-Jul-2014	Buy	Not Rated	10-Apr-2014	N/A
China Overseas Land &				÷		÷.	
Inv	688 HK	HKD 20.55	08-Jul-2014	Buy	Not Rated	07-Jan-2014	N/A
Shimao Property Holdings	813 HK	HKD 16.26	08-Jul-2014	Buy	Not Rated	07-Jan-2014	N/A

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STOCKS

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