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China Property

Developers' May sales remain mildly down Y/Y; focus on alphas (COLI, CRL, Jinmao)

According to CREIS, the top 100 developers' contracted sales dropped 4% Y/Y in May, broadly in line with April (-5% Y/Y) (Figure 1). Compared to the static base (4-year average of 2018-21), sales remained 71% below (April: -71%). On 29 May, the sector rallied 4% (vs. HSI +1%) despite no clear catalyst. Some investors wonder if this is related to the five-year urban renewal plan released by the State Council, but we did not find the plan particularly exciting as the direction is just similar to previous ones. Over the next few months, we expect primary sales to stay at a similar momentum (+/- 5% Y/Y) (reminder: the recent [green shoots](#) in volume & prices are more evident in the secondary market). **We recommend focusing on developers with positive sales growth, and our top picks are COLI (+14% Y/Y year-to-date; +14% Y/Y in May), CR Land (+8%/+28%) & Jinmao (+11%/-16%).**

- The 15th five-year urban renewal plan is hardly a game changer:** On 28 May, State Council released the 15th five-year plan for urban renewal. The plan includes doubling the number of dilapidated urban housing renovations from 250K units under the 14th five-year plan to 500K units, and targeting to renovate 4,000 urban villages (the 14th five-year plan: 4,100). The plan also allows local governments to issue special bonds to fund urban renewal projects. That said, we are not particularly excited about the plan because (1) cash compensation for the urban village renovation (i.e. compensating relocated residents with cash to buy private residential units) was not mentioned, and we see limited impact on residential sales for now; (2) the overall direction is similar to previous narratives; and (3) the policy goal is more to improve people's living standards, rather than to stimulate the housing market.
- Contracted sales not yet showing meaningful improvement, but also not getting worse:** On an M/M basis, contracted sales rose 11%. However, the improvement is largely due to seasonality, as May is typically a relatively stronger month than April (Table 3). On a 4-year average basis, sales stayed at -71% in May (same as April). Looking ahead, as June is usually the strongest month for sales (as developers are pushing to meet half-year targets), we expect M/M growth to stay positive, but on a Y/Y basis, we forecast sales to remain on a broadly flattish trend (+/- 5% Y/Y).
- SOEs' sales stayed positive Y/Y for the 2nd consecutive month:** On a Y/Y basis, SOE developers' sales rose 6% Y/Y in May (April: +19%), while POE/distressed developers' sales fell 50%/30% Y/Y, respectively (April: -23%/-39% Y/Y) (Figure 3). Compared to the 4-year average, SOE developers' sales improved from -10% in April to -3% in May, but POE/distressed developers' were still down ~90% (Figure 4).
- COLI and CR Land continue to see solid sales momentum:** In May alone (on a *total* basis), 5 SOE developers achieved double-digit Y/Y sales growth (Figure 6) - **CR Land (+28%), CMSK (+20%), Yuexiu (+18%), COLI (+14%) and C&D (+13%).** As for **Jinmao** (the outperformer over the past 12 months), contracted sales fell 16% Y/Y in May, but this is mostly due to fewer new launches (1 new launch in 2026 vs. 6 new launches in 2025); on a year-to-date (5M26) basis, Jinmao's sales have maintained a +11% Y/Y growth,

Mainland China/Hong Kong Property & Conglomerates

Karl Chan ^{AC}

(852) 2800-8513

karl.chan@jpmorgan.com

Venus Choi

(852) 2800-8599

venus.choi@jpmorgan.com

Jocelyn Gao

(852) 2800-8529

jocelyn.gao@jpmorgan.com

J.P. Morgan Securities (Asia Pacific) Limited/ J.P. Morgan Broking (Hong Kong) Limited

making it one of the four key developers with positive Y/Y growth in 5M26, with the others being **COLI** (+14%), **CMSK** (+13%) and **CR Land** (+8%) (Figure 5).



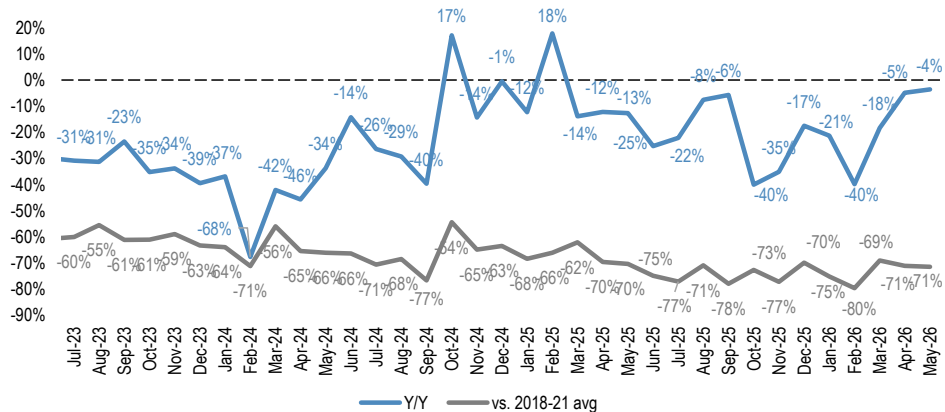
Developers' Contracted Sales

Table 1: Contracted sales leaderboard – 5M26 top 30 developers by attributable sales

5M26 Rank	5M25 Rank	Developer	SOE?	5M26		May-26		
				Attri. Sales (Rmb bn)	Y/Y	Attri. Sales (Rmb bn)	Y/Y	
1	2	COLI	中海地产	Y	95	14%	25	13%
2	1	Poly Developments	保利发展	Y	83	-9%	22	-3%
3	3	CR Land	华润置地	Y	66	14%	17	60%
4	4	China Merchants Shekou	招商蛇口	Y	47	2%	12	3%
5	7	C&D	建发房产	Y	40	-5%	11	13%
6	5	Greentown	绿城中国	Y	33	-27%	9	-40%
7	10	China Jinmao	中国金茂	Y	29	11%	7	-16%
8	8	Yuexiu Property	越秀地产	Y	24	-27%	7	19%
9	12	Greenland Holdings	绿地控股	N	21	-7%	8	36%
10	6	Vanke	万科	N	21	-52%	5	-44%
11	11	China Railway Construction	中国铁建	Y	17	-26%	4	26%
12	13	Binjiang	滨江集团	N	16	-24%	4	-5%
13	15	China Construction Yipin	中建壹品	Y	14	-14%	3	-16%
14	16	CSCEC Dongfu	中建东孚	Y	13	-6%	1	-68%
15	17	Poly Property	保利置业	Y	13	-6%	3	-2%
16	21	China Railway Group	中国中铁	Y	12	22%	3	38%
17	18	Country Garden	碧桂园	N	12	-16%	3	-15%
18	9	Huafa Industrial	华发股份	Y	10	-62%	2	-50%
19	19	HOROY Real Estate	鸿荣源集团	N	10	-26%	6	188%
20	22	Dahua	大华集团	N	10	4%	3	39%
21	41	Lianfa	联发集团	Y	9	60%	3	143%
22	23	CCCG Real Estate	中交房地产	Y	9	0%	2	-13%
23	14	Longfor	龙湖集团	N	9	-53%	2	-53%
24	38	Beijing Urban Construction	北京城建	Y	8	20%	3	214%
25	25	Xiamen ITG Holding	国贸地产	Y	7	-16%	2	7%
26	31	Xiangyu Construction	象屿地产	Y	7	-11%	2	11%
27	34	China Galaxy	星河控股	N	6	-5%	2	6%
28	60	Guangzhou Metro	广州地铁地产	Y	6	59%	2	51%
29	33	Power Construction	电建地产	Y	6	-24%	2	32%
30	20	China Energy Engineering Urban Con.	能建城发	Y	6	-46%	2	3%
						-11%		3%

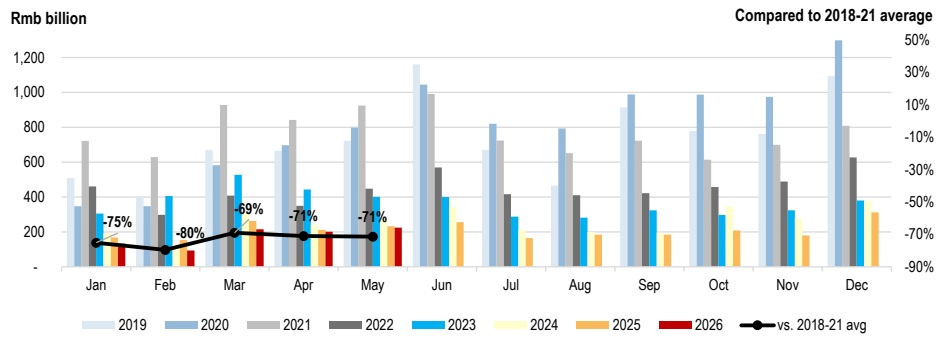
Note: The table above is based on an **attributable** basis, not **total** basis (which is shown in some tables below).
 Source: CREIS, Company data

Figure 1: CREIS top 100 developers' aggregate attributable contracted sales Y/Y growth and vs. 2018-21 average



Source: CREIS, CRIC

Figure 2: CREIS top 100 developers' aggregate contracted sales by month (2019-2025) vs. 2018-21 average



Note: As CREIS data is only available since June 2019, data before June 2019 is from CRIC
 Source: CREIS, CRIC

Table 2: Top 100 developers' monthly contracted sales (Rmb billion)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017	362	334	581	455	446	645	404	430	539	514	583	879
2018	556	443	597	571	686	878	664	617	705	664	712	937
2019	509	402	669	666	723	1,161	671	466	914	780	761	1,093
2020	347	347	583	697	798	1,044	820	793	989	987	975	1,298
2021	722	629	928	842	925	991	725	652	723	614	700	808
2022	461	299	408	350	448	570	416	410	423	457	488	627
2023	305	406	527	443	402	400	288	282	323	296	323	380
2024	192	131	306	241	266	343	212	199	195	347	277	378
2025	169	155	263	211	232	256	165	184	184	208	180	312
2026	133	93	215	201	224							

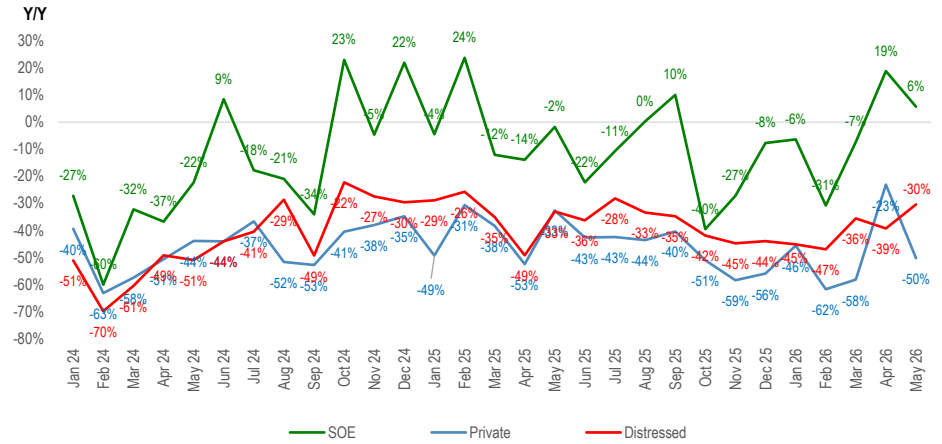
Note: As CREIS data is only available since June 2019, data prior to June 2019 is from CRIC
 Source: CREIS, CRIC

Table 3: Top 100 developers' contracted sales monthly distribution

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016	5.9%	4.0%	8.6%	8.3%	8.9%	10.9%	7.2%	7.7%	11.0%	10.9%	8.2%	8.3%
2017	6.5%	5.8%	10.1%	7.9%	7.4%	9.8%	6.7%	7.7%	9.0%	9.1%	9.3%	10.8%
2018	7.6%	5.4%	8.0%	7.4%	8.3%	11.5%	8.0%	7.4%	8.9%	8.8%	8.7%	9.9%
2019	5.8%	5.2%	8.3%	8.0%	8.5%	11.2%	7.4%	8.0%	9.6%	9.3%	9.5%	9.2%
2020	4.8%	2.6%	6.6%	7.1%	8.5%	11.5%	8.5%	9.3%	10.1%	9.9%	9.9%	11.3%
2021	7.6%	6.5%	9.3%	9.2%	10.0%	11.1%	7.7%	7.4%	7.3%	7.8%	7.3%	8.9%
2022	8.6%	5.6%	7.6%	6.5%	8.4%	10.6%	7.8%	7.7%	7.9%	8.5%	9.1%	11.7%
2023	7.0%	9.3%	12.1%	10.1%	9.2%	9.1%	6.6%	6.4%	7.4%	6.8%	7.4%	8.7%
2024	6.2%	4.3%	9.9%	7.8%	8.6%	11.1%	6.9%	6.5%	6.3%	11.2%	9.0%	12.2%
2025	6.7%	6.1%	10.4%	8.4%	9.2%	10.2%	6.6%	7.3%	7.3%	8.3%	7.1%	12.4%
Average (2016-25)	6.7%	5.5%	9.1%	8.1%	8.7%	10.7%	7.3%	7.5%	8.5%	9.1%	8.5%	10.3%

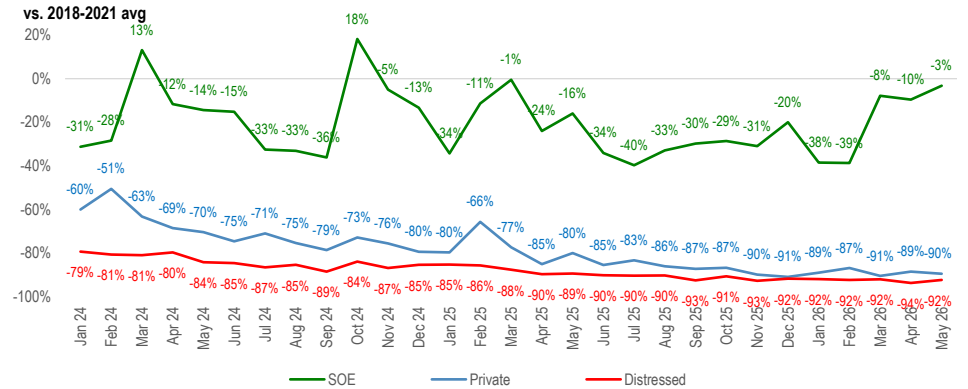
Source: CREIS, CRIC

Figure 3: Key developers' contracted sales Y/Y growth by type



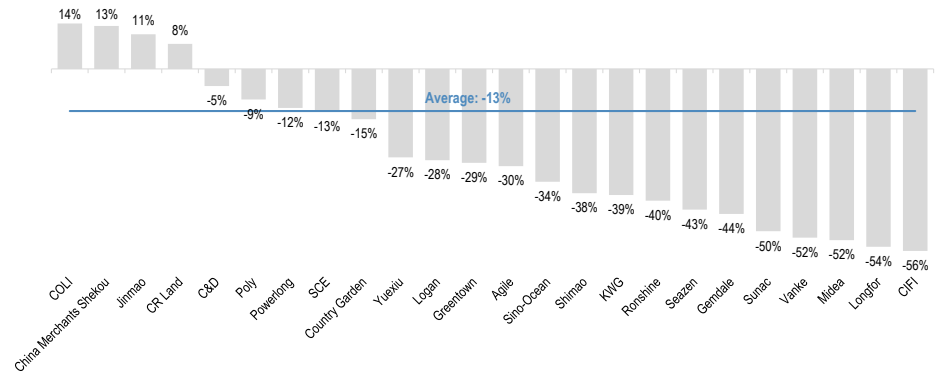
Source: CREIS, Company data

Figure 4: Key developers' contracted sales vs. 2018-21 average by type



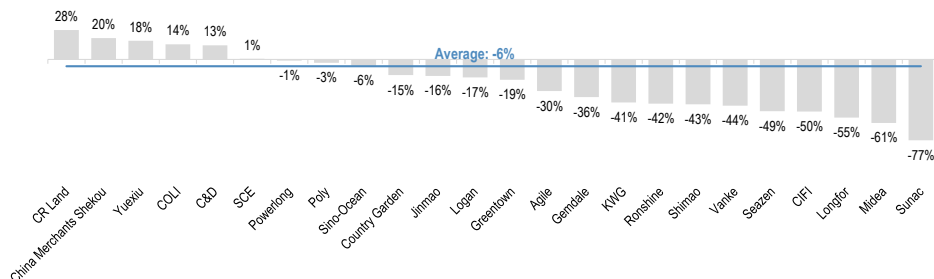
Source: CREIS, Company data

Figure 5: Key developers' 5M26 contracted sales Y/Y growth



Source: CREIS, Company data. Note: on a total (not attributable) basis.

Figure 6: Key developers' May 2026 contracted sales Y/Y growth



Source: CREIS, Company data. Note: on a total (not attributable) basis.

Table 4: Key developers' May 2026 total contracted sales estimates by CREIS

Developer	Ticker	May 26 (Deduct actual 4M from CREIS 5M)		Y/Y		vs. 2018-21 average		M/M	2026 Sales target			
		5M2026 (CREIS Est.)	27.289	Year-to-date (5M)	May only	Year-to-date (5M)	May only	May 26 vs. Apr 26	FY26 sales target / assume flat Y/Y	Implied sales Y/Y growth	Completion rate	
SOE												
China Overseas Land	688 HK	103,000	27,289	14%	14%	-14%	-1%	13%	256,256	2%**	40%	
	1109 HK	93,500	23,500	8%	28%	3%	13%	-9%	233,600	0%**	40%	
Poly Developments	600048 CH	105,310	27,597	-9%	-3%	-43%	-40%	6%	253,030	0%	42%	
China Merchants Shekou	001979 CH	75,940	20,828	13%	20%	-9%	3%	-4%	196,009	0%	39%	
Jimiao	817 HK	41,730	10,496	11%	-16%	-42%	-35%	19%	121,000	7%**	34%	
Yuexiu Property	123 HK	37,000	11,289	-27%	18%	29%	43%	33%	100,000	-6%**	37%	
Greentown	3900 HK	48,500#	12,500	-26%	-29%	-11%	-13%	20%	130,000	-15%**	37%	
C&D (attributable)	1908 HK	39,760	10,780	-5%	13%	4%	4%	10%	90,930	0%**	44%	
Private												
Longfor (attributable)	960 HK	9,070	2,120	-54%	-55%	-85%	-85%	10%	43,880	0%	21%	
Gemdale	600383 CH	7,830	2,000	-44%	-36%	-90%	-90%	-21%	30,020	0%	26%	
Seazen	1030 HK	5,040	1,000	-43%	-49%	-94%	-95%	-2%	19,270	0%	26%	
Midea Real Estate	3990 HK	6,200	1,400	-52%	-61%	-86%	-88%	-12%	25,550	0%	24%	
Distressed												
Vanke	2202 HK	27,650	6,230	-52%	-44%	-89%	-89%	34%	134,060	0%	21%	
Agile	3383 HK	2,980	650	-30%	-30%	-94%	-94%	27%	8,570	0%	35%	
Country Garden (attributable)	2007 HK	11,800	2,630	-15%	-15%	-95%	-95%	5%	33,000	0%	36%	
Sunac	1918 HK	8,070#	1,100	-50%	-77%	-95%	-98%	-8%	36,840	0%	22%	
Shimao	813 HK	6,950^	1,219	-38%	-43%	-91%	-94%	1%	23,953	0%	29%	
Sino-Ocean	3377 HK	6,830	2,190	-34%	-6%	-81%	-76%	37%	26,310	0%	26%	
SCE	1966 HK	3,290	780	-13%	1%	-89%	-89%	4%	8,390	0%	39%	
CIFI	884 HK	3,930	850	-56%	-50%	-94%	-96%	27%	16,100	0%	24%	
KWG	1813 HK	1,790	435	-39%	-41%	-94%	-95%	2%	7,088	0%	25%	
Logan	3380 HK	2,250	580	-28%	-17%	-96%	-95%	5%	7,280	0%	31%	
Powerlong	1238 HK	2,790	600	-12%	-1%	-89%	-91%	-6%	7,272	0%	38%	
Ronshine	3301 HK	1,110	253	-40%	-42%	-98%	-98%	-22%	3,777	0%	29%	
Average				-13%	-6%	-68%	-66%	7%		-1%	32%	

Note: #means data from CRIC; ^means data from EH Consulting; ** refers to those with official sales target/guidance (from the respective FY25 results briefings). For COLI, we assume a 2% Y/Y growth as management targets "stable with progress".

Note: Sales data above is on a total (not attributable) basis.

Source: CREIS, EH Consulting, CRIC, Company data, J.P. Morgan estimates.

Valuation Summary

Table 5: China Property - Valuation Summary

Company	Stock Code	JPM Rating	Last Close (HK\$)	Market Cap US\$M	ADV US\$M	P/E		Div Yield		P/B		Share price return				
						1FY (x)	2FY (x)	1FY (%)	2FY (%)	1FY (x)	2FY (x)	5D	YTD	1Y	vs. AT high	
Mainland China Developers																
	1109.HK	OW	35.32	32,146	88.8	10.2	10.1	3.6%	3.7%	0.7	0.7	1%	30%	45%	-11%	
China Overseas Land	0688.HK	OW	15.62	21,820	54.4	12.4	11.2	3.0%	3.3%	0.4	0.4	0%	28%	23%	-32%	
China Jinmao	0817.HK	OW	1.74	3,001	10.0	27.2	21.6	2.0%	2.1%	0.5	0.5	2%	44%	66%	-64%	
C&D International	1908.HK	NC	15.78	4,512	14.0	8.4	7.6	6.3%	7.0%	0.8	0.8	5%	7%	18%	-24%	
Greentown China	3900.HK	NC	8.87	2,875	13.4	41.6	20.9	1.7%	3.8%	0.5	0.5	-6%	5%	-4%	-43%	
Yuexiu Property	123.HK	NC	4.37	2,245	5.8	38.1	19.2	2.2%	3.8%	0.3	0.3	1%	10%	3%	-60%	
Poly Property	119.HK	NC	2.08	1,014	5.0	28.5	13.2	1.4%	4.6%	0.2	0.2	-5%	4%	48%	-71%	
SOEs					62.0	14.1	11.6	3.4%	3.7%	0.6	0.5	0%	26%	34%	-25%	
Longfor	0960.HK	OW	7.85	7,111	19.9	-	-	0.0%	0.9%	0.3	0.3	-4%	-7%	-19%	-81%	
Seazen Group	1030.HK	N	1.82	1,687	6.3	-	-	-	-	0.2	0.2	-7%	-11%	-6%	-82%	
POEs					17.3	-	-	0.0%	0.8%	0.3	0.3	-5%	-8%	-16%	-81%	
China Vanke - H	2202.HK	UW	2.71	5,864	9.1	-	-	-	-	0.3	0.4	0%	-17%	-47%	-91%	
Country Garden	2007.HK	UW	0.24	1,435	11.4	-	-	-	-	-	-	6%	-41%	-37%	-98%	
Sunac China	1918.HK	UW	0.95	2,022	23.8	-	-	-	-	0.5	1.1	-1%	-27%	-32%	-98%	
Shimao	0813.HK	UW	0.10	128	0.6	-	-	-	-	-	-	-13%	-46%	-86%	-100%	
Agile	3383.HK	NC	0.20	126	0.1	-	-	-	-	-	-	-13%	-27%	-54%	-98%	
Logan	3380.HK	NC	1.32	958	3.1	-	-	-	-	-	-	3%	-26%	53%	-90%	
CIFI	884.HK	NC	0.06	140	0.8	-	-	-	-	-	-	-3%	-62%	-75%	-99%	
R&F	2777.HK	NC	0.36	170	0.3	-	-	-	-	-	-	-8%	-30%	-64%	-98%	
Distressed					11.2	-	-	-	-	0.3	0.4	1%	-24%	-35%	-94%	
Mainland China Developers (Overall HK-Listed)						10.9	9.0	2.6%	3.0%	0.5	0.5	0%	16%	20%	-39%	
Mainland China Property Management																
	1209.HK	OW	41.60	12,119	17.0	18.7	16.9	5.3%	5.9%	5.3	5.2	-7%	-3%	18%	-19%	
China Overseas PH	2669.HK	UW	3.74	1,568	4.9	7.9	8.2	5.7%	5.7%	1.6	1.4	-2%	-17%	-26%	-63%	
Poly Property Services	6049.HK	OW	29.60	2,090	3.8	8.7	8.3	5.7%	6.0%	1.2	1.2	-2%	-7%	1%	-64%	
Greentown Service	2869.HK	OW	4.43	1,771	1.8	11.3	10.6	6.3%	6.8%	1.4	1.4	-3%	-6%	11%	-62%	
Backed by SOE developers					12.8	15.8	14.4	5.5%	6.0%	4.1	4.0	-6%	-5%	11%	-32%	
Country Garden Services	6098.HK	N	5.82	2,420	5.8	6.6	6.5	9.1%	9.2%	0.5	0.5	-4%	-3%	-8%	-92%	
A-Living	3319.HK	UW	2.34	424	0.8	3.8	4.3	2.8%	2.5%	0.3	0.3	-4%	3%	-13%	-95%	
Sunac Services	1516.HK	UW	0.96	371	1.7	5.4	6.4	5.6%	3.4%	0.5	0.5	-1%	-31%	-42%	-95%	
Backed by POE developers					4.7	6.1	6.2	7.9%	7.6%	0.5	0.5	-4%	-6%	-13%	-93%	
Property Management (Overall)						11.6	14.3	13.2	5.9%	6.3%	3.5	3.5	-5%	-5%	8%	-42%

Note: Companies marked with "NC" are not under JPM coverage; all estimates for such companies are based on consensus estimates from Bloomberg Finance L.P. Priced at close of business 29 May 2026.
Source: Company data, Bloomberg Finance L.P., J.P. Morgan estimates.