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PAYBACK TO COMMUNITY WITH GREAT LOVE

For a long time, Yuexiu Property hasn't forgotten to pay back and contribute to the society while ensuring the sustainable development of the Group. Yuexiu Property actively fulfils its corporate social responsibility, devotes itself to diversified public welfare practices, cares for vulnerable social groups, builds a beautiful community and creates sustainable social value.







PAYBACK TO COMMUNITY WITH GREAT LOVE

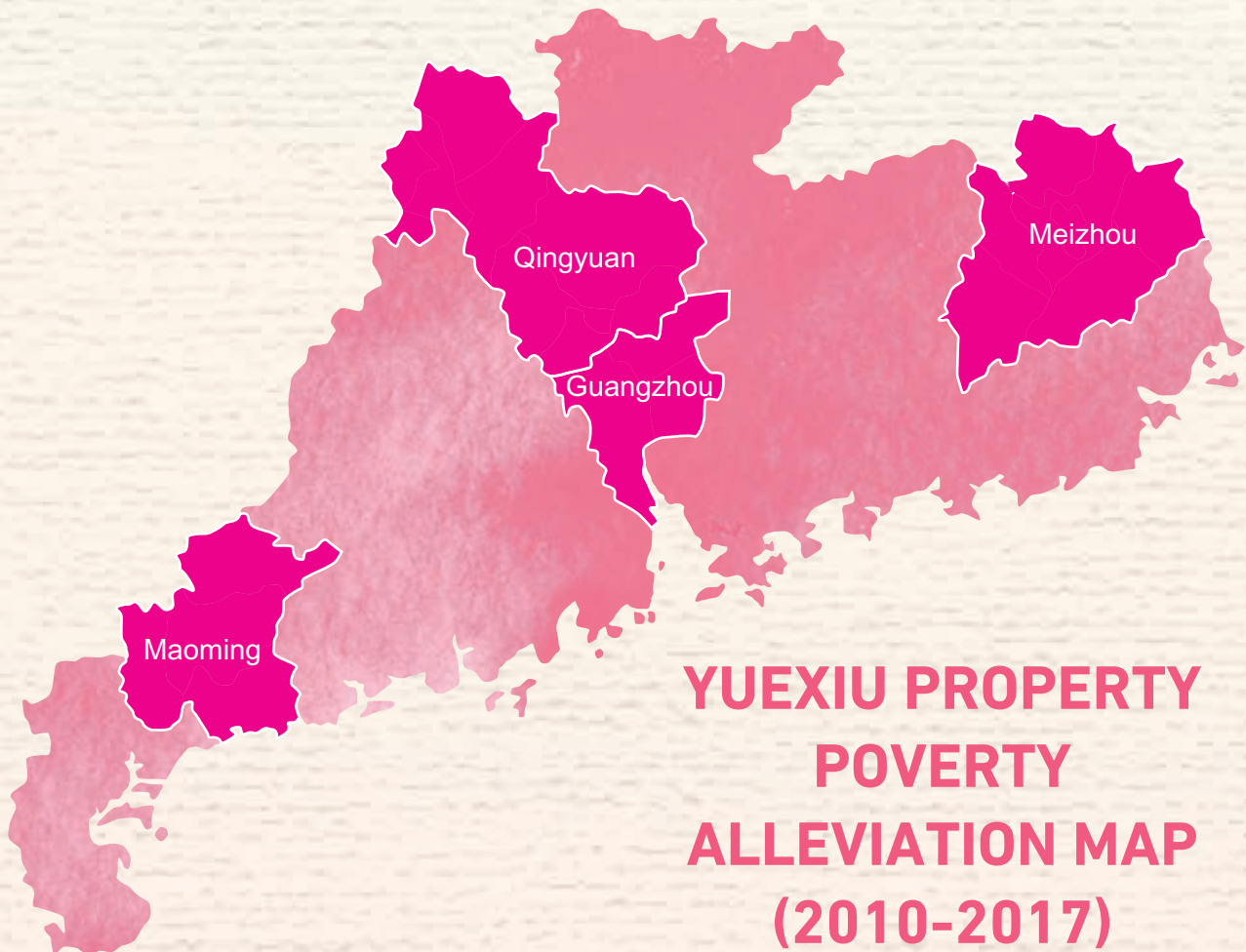
10.1 STRATEGY

Yuexiu Property takes "Where Good Living Starts" as its brand concept. It not only hopes that every resident can have their own house, but also wishes that the society will develop in a harmonious and beautiful direction. In recent years, Yuexiu Property has understood in depth and actively assumed its corporate citizenship responsibility. With a clearer concept of great corporate social responsibility as its guiding ideology, the Group systematically makes efforts in this aspect and achieves more remarkable results.

10.2 TARGETED POVERTY ALLEVIATION

Believing that "It is better to teach a man how to fish than to feed him for a day", Yuexiu Property has been focusing on implementing its corporate social responsibility by actively conducting poverty alleviation activities to help the poor.

- Since 2010, Yuexiu Property has carried out poverty alleviation and development in five poor villages in Maoming, Guangzhou, Meizhou and Qingyuan in Guangdong.
- From 2010 to 2012, with the help of Yuexiu Property, 110 poor households in Niuliujia Village, Poxin Town, Maoming were all lifted out of poverty, and the village's collective income jumped from RMB5,000 before the intervention to RMB160,000 in 2012; 172 poor households in Poyang Village, Yangjiao Town, Maoming were lifted out of poverty; Hengkeng village, Conghua, Guangzhou was 100% lifted out of poverty, and the village's collective economic income increased from RMB20,000 to RMB420,000.
- In 2014, with the help of Yuexiu Property, all poor families in Mashan Village, Baxiangshan Town, Fengshun County, Meizhou were lifted out of poverty ahead of schedule, and the village's collective income was stabilized at more than RMB150,000 per year.
- Since 2016, Yuexiu Property has carried out targeted poverty alleviation in Chimi village, Xiniu Town, Yingde, Qingyuan City, Guangdong province.





The Group is paired with Chimi village, Xiniu Town, Qingyuan City, Guangdong province for poverty alleviation.

2017 is a crucial year for the three-year targeted poverty alleviation plan. Yuexiu Property alleviation taskforce always adhered to the working philosophy of "Build Roads for Convenience, Export Labour for Wealth, Introduce Projects for Development, and Rely on Officials for Implementation", and worked towards the goal of lifting all poor households out of poverty in Chimi Village in 2017. By 2017, Yuexiu Property had implemented 24 support programs with an investment of RMB1,986,700. Programs include industrial poverty alleviation, the "No Worry about Food and Clothing with Compulsory Education, Basic Medical Care, and Housing Guaranteed" program, the organizational development of the Party Branch Committee with "Leadership, Team, Frontline, Systems and Funds" and People's Livelihood and other infrastructure construction. Yuexiu Property targeted poverty alleviation plan promotes:

- poverty alleviation for poor people in combination with the policy of "Replacement of Subsidies with Awards"
- industrial poverty alleviation projects and increase village's collective income
- dilapidated house renovation and build beautiful countryside

In 2018, Yuexiu Property will continue to adhere to the principle of targeted poverty alleviation, enhance industrial poverty alleviation and social poverty alleviation efforts, and succeed in the poverty alleviation and development of Chimi village.

The highlights of Chimi Village poverty alleviation are:

- The poverty alleviation team helped Chimi Village build a tractor road of up to 15 km and three bridges, and revitalize nearly 600 mu land.
- It invested RMB350,000 in Chimi village to build a 32kw photovoltaic power generation project, which has output 47,000 kwh electricity by the end of 2017, and the resulting economic benefits of RMB45,000 were all distributed to poor households with labour capacity in Chimi village.



[Case Study]



The Group's Management led a delegation to make poverty alleviation field visits



[Case Study]

Yuexiu Property successfully completed the Beautiful Countryside Construction Plan

Yuexiu Property efficiently completed the “Beautiful Countryside Construction Plan for Dacun, Tixia, Xinqiang, Xiadong and Dakengwei, Xiniu Town, Yingde City (2017-2020)” under a tight schedule with heavy workload. It prepared the beautiful countryside construction plan for Dachun (Xianshui Village), Tixia, Xinqian (Chimi Village), Xiadong, Dakengwei (Gaodao Village) in a manner where the Group visited these villages and presented the construction plans. The plans are targeted and accurate, converting the traditional planning objectives into quantitative indicators, and developing a practical construction assessment standard system; The plans cover the whole areas, taking into account both construction and non-construction land together for planning; The plans are traffic-oriented, building a road-based traffic system; The plans focus on facilities, equalizing basic public service facilities in accordance with the principle of “Basic Protection and Gap Filling”; The plans are supported by projects, implementing the planning objectives with key construction projects of strengthened countryside features; Supporting measures for the development and construction are developed to ensure the smooth implementation of the planning objectives.



[Case Study]

Poverty Alleviation and Study Aid Activities by Guangzhou Company

In September 2017, the Company representatives visited Yingde Chimi Primary School for poverty alleviation and study aid, donating more than 120 books, toys, stationery and sports goods worth approximately RMB3,000 to the faculty and students from the Company and employees.

In 2017, poverty alleviation and assistance activities were carried out by and fund-raising was conducted within the Company. These donations were sent to Chimi village (Yingde) in two batches, totalling RMB19,700 in cash and materials.

10.3. PASSION FOR PUBLIC GOOD

While striving to create economic benefits, Yuexiu Property has always been mindful of the corporate mission of “Three Paybacks”, actively participating in charitable donations, voluntary service and other public welfare activities every year, acting as a socially responsible person, and delivering love and positive energy to the society.



[Case Study]

Guangzhou Company organized volunteer activities

Guangzhou Company donated according to their small wish list gifts worth approximately RMB3,000 to families with difficulties in the Jianshe street neighbourhood, Yuexiu District. 2 volunteers participated in the voluntary cleaning service organized by Liede Street Neighbourhood, and 13 volunteers joined to visit senior people.



[Case Study]

Charitable Donation

The Starry Haizhu Bay project team from Guangzhou Regional Company called on the construction units to participate in the charity fund-raising event organized by Nashitou Street Neighbourhood, Haizhu district, with a total of RMB40,000 donated.





Yuexiu Property's "Group-wide Voluntary Action Day" and Other Public Service Activities

In response to the call of Guangzhou Federation of Trade Unions to carry out voluntary actions for a "clean, tidy, safe and orderly" city, Yuexiu Property launched "Beautify Guangzhou through Our Action - Group-wide Voluntary Action Day". Yuexiu Property employees practiced the spirit of work and service, i.e. "Dedication, Love, Mutual Help and Progress", to bring people in need some real help, through various voluntary actions, such as to help families with difficulties, give away to the grass-roots front-line staff, and clean the public areas of the neighbourhood.

On 21 July 2017, a voluntary labour team organized by the project management company came to clean the streets for Tianhe South Neighbourhood Service Centre. Then, after talking with the neighbourhood's sanitation workers, they found that their life and work were so hard, and sent them some refreshing drinks, thanking them for their contribution to the clean city.

On 22 July 2017, a labour team from Xingye Company went to the Huiling Farm, which is located in Guiling, Maogang Village, Zhongluotan Town, Baiyun district, and helped the staff of the farm clean passages and remove moss; They also played games with students suffering mental retardation. The arrival of the voluntary labour teams brought people with intellectual disabilities a communication opportunity, allowing them to show their true self and feel equal treatment.

On 24 July 2017, a total of 10 employees from Guangzhou regional company went to Jianshe street, Yuexiu district to hold a "micro wish" serial event. During this action, after consulting the Neighbourhood Committee of the Jianshe Street, four families with difficulties were identified, including low-income households due to disabilities or illness. According to their wish list, the team bought a dehumidifier, a microwave oven, a infrared physiotherapy lamp, nutrient, oil, rice and other stuffs. On the same day, accompanied by the Neighbourhood Committee staff, the team visited these four households one by the other and gave them these assuring gifts.



[Case Study]



A voluntary action team from the project administration company



A voluntary action team from Xingye Company



A voluntary action team from Guangzhou Regional Company



10.4. CARE ABOUT EDUCATION

In 2017, Yuexiu Property focused on children's education, brought together diversified actions, such as voluntary support teaching, text reading, and book education, hoping to pass on love to the next generation of society with our own strength and help them grow.

Public Benefit Library for Kids was opened at the Yuexiu Riverside Joyful Court neighbourhood

On 14 October 2017, a public library for kids was formally opened at the Yuexiu Riverside Joyful Court neighbourhood. This library was jointly developed by Yuexiu Property Service Company and Guangzhou Little Star Children's Growth Foundation. It is the first neighbourhood public library for kids in Guangzhou. It is not only a platform promoting parent-child reading, but also a neighbourhood public benefit platform for culture exchange. During weekdays, there are professional preschool teachers in the library, offering distinctive public benefit reading courses. During the opening ceremony, Yuexiu Public Benefit Foundation donated 596 children's books to the Public Benefit Library for Kids at the Yuexiu Riverside Joyful Court neighbourhood. A second-hand book exchange area was set up in the library to guide children in the neighbourhood to share books with their little partners, thus creating a better reading atmosphere for residents.



[Case Study]





[Case Study]

The Guangzhou Starry Sky City project team held a public benefit event called "Happy Reading at Sky City"

Guangzhou Starry Sky City held a public event called "Happy Reading at Sky City" on 12 May 2017. This event was organized by Guangzhou Starry Sky City project team to promote reading activities in the neighbourhood. Starry Sky City built a public library on the second floor of the Sales Office to give away free books to teenagers, hoping to speed up the development of public reading facilities in the Baiyun District and promote the development of Culture there. The organizing committee invited experts to recommend good and suitable books for young people to read, and good post-reading articles written by teenagers will be published on the public benefit advertising wall of the Baiyun district. During the day of the event, Guangzhou Starry Sky City asked teachers and students to draw/depict their post-reading feelings with the chalks in their hands. Teachers and students from different schools and the owners of Starry Sky City came together to challenge the super-long chalk painting "A Beautiful Future of the Motherland".

