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## **FINANCIAL STREET PROPERTY CO., LIMITED**

### **金融街物業股份有限公司**

*(A joint stock company incorporated in the People's Republic of China with limited liability)*

**(Stock Code: 1502)**

## **VOLUNTARY ANNOUNCEMENT ESTABLISHMENT OF A JOINT VENTURE**

This announcement is made by Financial Street Property Co., Limited (the “**Company**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Company, through its non-wholly-owned subsidiary, and its partners established a Joint Venture, named “Dezhou Financial Street Dibiao Zhidu Property Management Co., Ltd. (德州金融街地標之都物業管理有限責任公司)”, whereby all parties of the Joint Venture will cooperate in the field of property management and carry out further in-depth expansion in the local market. The details are set out as follows:

### **Dezhou Financial Street Dibiao Zhidu Property Management Co., Ltd. (the “Joint Venture”)**

Shareholders of the Joint Venture	Beijing Financial Street Savills Property Management Co., Ltd. (北京金融街第一太平戴維斯物業管理有限公司) (“ <b>Financial Street Savills</b> ”)	Mr. Guo Xisheng (郭希勝)	Shandong Baishida Geographic Indication Industry Co. Ltd. (山東百仕達地標產業有限公司) (“ <b>Baishida</b> ”)
Proportion of equity interest	51%	30%	19%
Date of establishment	2 February 2021		

Registered capital	RMB1 million
Business operation	<p>The principal business of the Joint Venture comprises property management and relevant services. At present, it is mainly engaged in the comprehensive property management business under the Dibiao Zhidu (地標之都) Project in Dezhou City, Shandong Province, and will further expand certain suitable property management projects in Dezhou and surrounding areas in the future. The Dibiao Zhidu Project has a total planned floor area of 1.1 million square meters and its scope of business includes detached office buildings, commercial buildings, industrial buildings on smart agriculture and supporting apartments, commercial facilities, etc.</p>
Reasons for and benefits of the establishment of the Joint Venture	<p>The establishment of the Joint Venture serves as an important step for the Company to expand the property management business in Shandong Province through Financial Street Savills, its non-wholly-owned subsidiary. The projects undertaken by the partners of the Joint Venture are in line with the business direction for market expansion of Financial Street Savills. By way of cooperation with Baishida, Financial Street Savills is enabled to give play to its significant advantage in the field of comprehensive property management, promoting project quality and facilitating investment attraction and operation through delivering branded, specialized and standardized management services. The Directors believe that the establishment of the Joint Venture will enable all parties to complement each other's advantages and resources and achieve win-win cooperation. In the future, the Joint Venture will further expand the property management-related market in the area of Dezhou and region of Shandong, and continuously enlarge its management scale and enhance its brand recognition.</p>

Information on the shareholders of the Joint Venture

<p>Financial Street Savills (金融街第一太平)</p>	<p>Financial Street Savills was incorporated on 17 June 2002, a non-wholly-owned subsidiary of the Company, and was jointly established by the Company and Savills (China) Limited. As of the date of this announcement, the Company holds 80% equity interest in Financial Street Savills. Financial Street Savills mainly engaged in, among others, property management and information consulting and advisory services in relation to property management and related services. Its business covers the core cities in the first-tier and second-tier cities across China, with nearly a hundred management projects and advisory services projects, including urban complexes, super high-rise office buildings, commercial shopping centers, 5A-level office buildings, high-end residential and other business portfolio.</p>
<p>Mr. Guo Xisheng</p>	<p>To the best knowledge of the Directors, Mr. Guo Xisheng is an independent third party. Mr. Guo Xisheng is the legal representative of Shandong Kangnuo Enyuan Property Co., Ltd. (山東康諾恩源置業有限公司), the developer of the Dibiao Zhidu Project.</p>
<p>Baishida</p>	<p>To the best knowledge of the Directors, Baishida is an independent third party. Baishida was established on 8 August 2013 and is an indirect non-wholly-owned subsidiary of Beijing Enyuan Technology Group Ltd. (北京恩源科技集團有限公司). Baishida is a provider of geographical indication product and cultural experience services, which is committed to the cultivation of Internet + agriculture and geographical indication industries, with its business covering 28 provincial-level administrative regions in China. The International Geographical Indication Product (Dezhou) E-Commerce Headquarters Base constructed and operated by Baishida is the only geographical indication product industrial estate in China. More than 10,000 geographical indication products in more than 2,800 counties in China were integrated here, becoming a geographical indication product distribution centre with a full range of products from the authentic and authoritative sources. In addition, the estate is committed to exporting solutions for healthy and quality life, providing consumers with the “one-stop” service of trading geographical indication products and experiencing geographical indication culture, and providing professional brand planning, industry cultivation, market promotion and other services for upstream characteristic agricultural products enterprises.</p>

## **LISTING RULES IMPLICATIONS**

As the applicable percentage ratios (within the meaning of Rule 14.07 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) in respect of the above-mentioned establishment of Joint Venture do not exceed 5%, the establishment of the Joint Venture does not constitute a notifiable transaction under Chapter 14 of the Listing Rules. This announcement is made by the Company on a voluntary basis.

**The Board wishes to remind investors that such information should not be unduly relied upon and should exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Financial Street Property Co., Limited**  
**Sun Jie**  
*Chairman*

Beijing, the PRC, 23 February 2021

*As at the date of this announcement, the Board comprises Mr. Sun Jie and Ms. Xue Rui as executive Directors, Mr. Shen Mingsong, Mr. Zhou Peng, Mr. Liang Jianping and Mr. Jiang Rui as non-executive Directors, and Mr. Song Baocheng, Ms. Tong Yan and Ms. Lu Qing as independent non-executive Directors.*