



MIDLAND HOLDINGS

2024 Annual Results

Annual 2024 RESULTS

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Agenda

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2024 Annual Results Highlights

2024 Final Results Highlights

	2024 (HK\$' 000)	2023 (HK\$' 000)	Y o Y
Revenue	6,084,239	4,082,694	+49.0%
Operating Costs*	5,710,897	4,121,854	+38.6%
Operating Profit / (Loss)	370,770	(33,896)	N/A
Profit / (Loss) for the Year	320,323	(41,916)	N/A

* Excluded other income and gains, but included the interest on lease liabilities.

Reasons for the Turnaround

From loss to profit making

- Revenue up 49%
- HK Residential Market transaction value * up 21%

Reasons for the Turnaround

- 1 The successful capture of the rebound in the Hong Kong residential property market in 2024;
- 2 The Group's stable market share in Hong Kong
- 3 Optimisation of the Group's operational efficiencies
- 4 The turnaround of the Group's operations in Mainland China following the implementation of a series of strategic initiatives, including the promotion of a new sales management team and a series of new measures (such as repositioning of business model and streamlining of operations) since the final quarter of 2023)

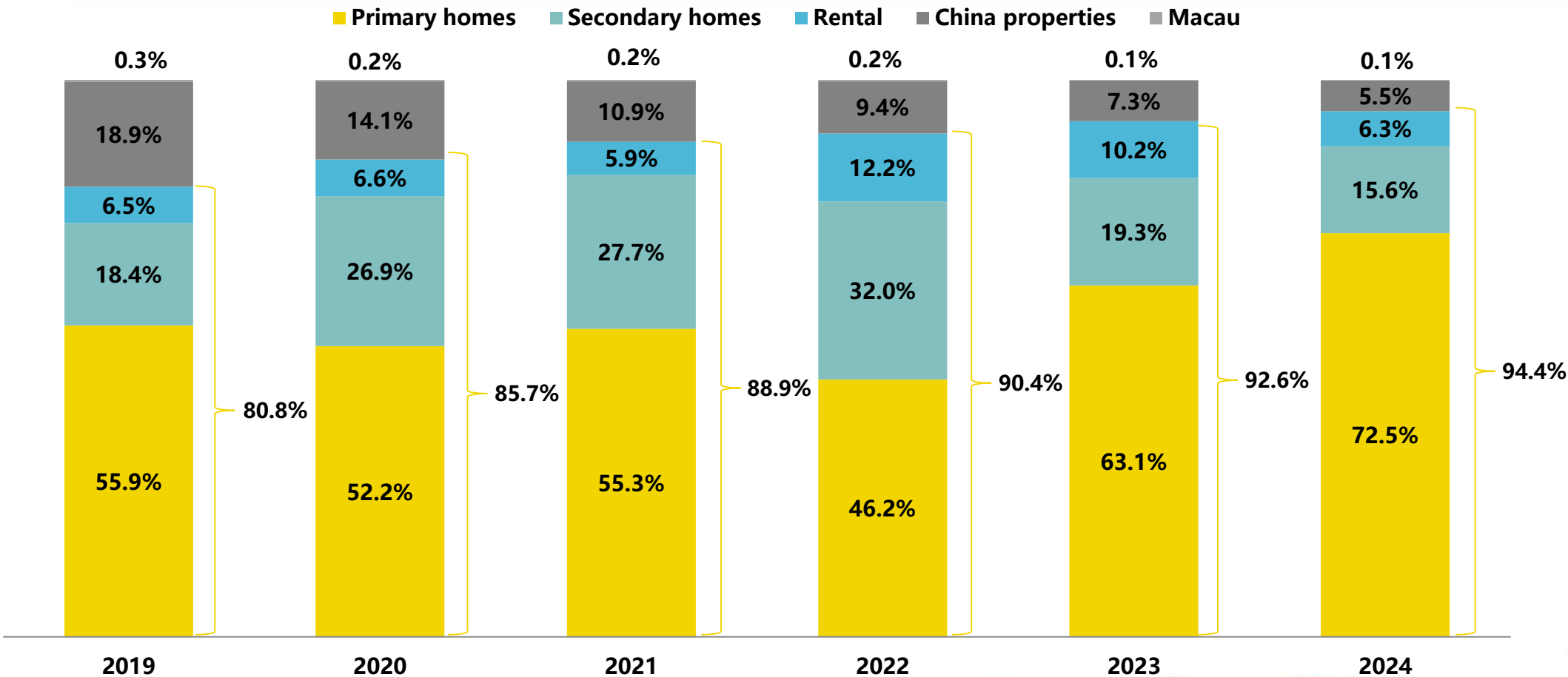
* Primary transaction value : Based on the information in Sales of First-hand Residential Properties Electronic Platform. Default Transactions are excluded.

* Secondary transaction value : The transaction volume is sourced from the Land Registry and Midland Research Centre. The statistics generally reflect land transactions executed in the previous month, as it takes about one month between the execution of deeds and their lodgment for registration. The secondary transaction value for 2024 are reflected by the registration cases from Feb 2024 to Jan 2025.

Key Financial Highlights – Revenue

Year 2024 vs 2023

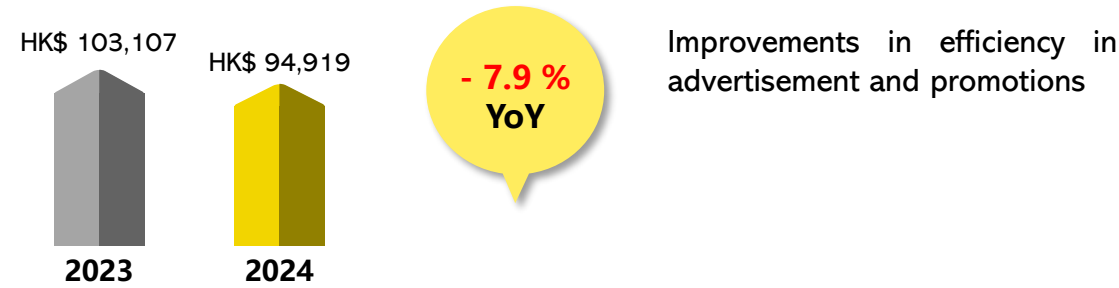
- Revenue of the HK residential market increased 53% while that from Mainland operation (agency fee only) increased 10%
- Revenue from secondary markets increased 21%



Changes in Costs

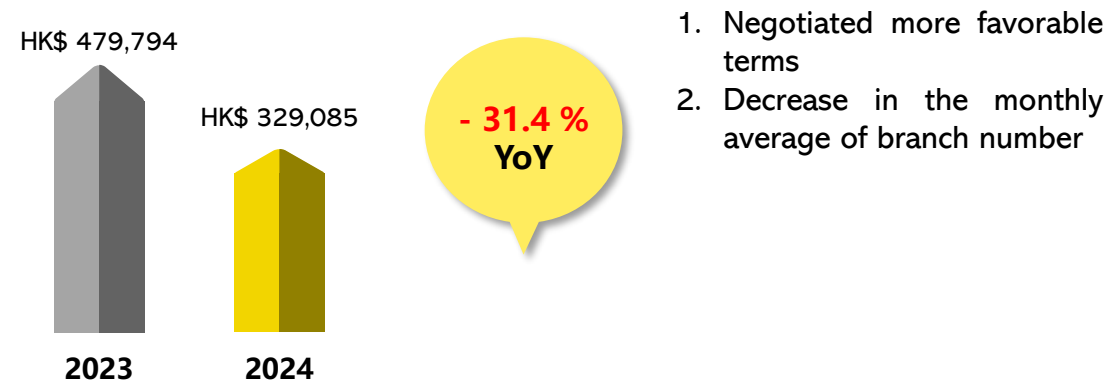
Advertisements & Promotions

(HK\$'000)



Rental Expenses*

(HK\$'000)



Frontline Staff Salaries

(HK\$'000)



Staff Commissions

(HK\$'000)



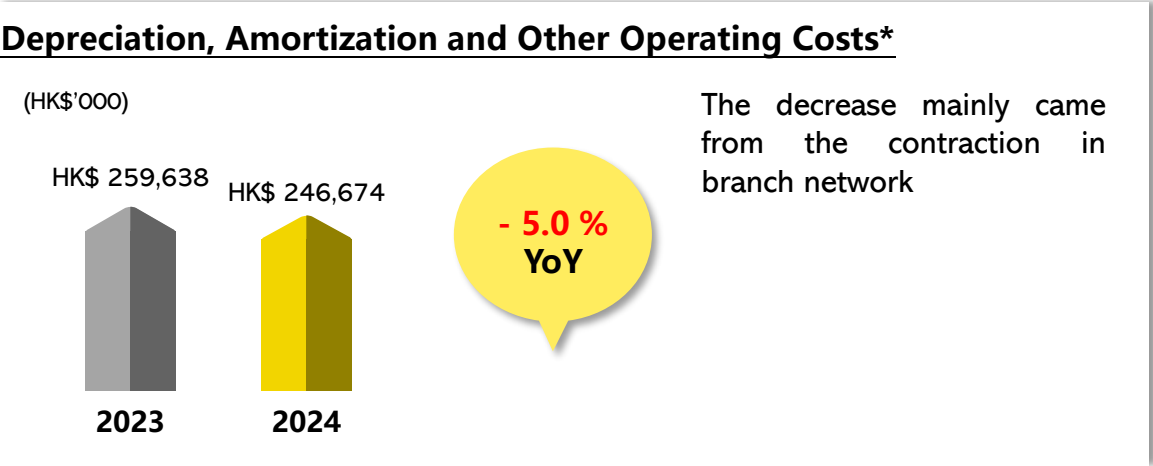
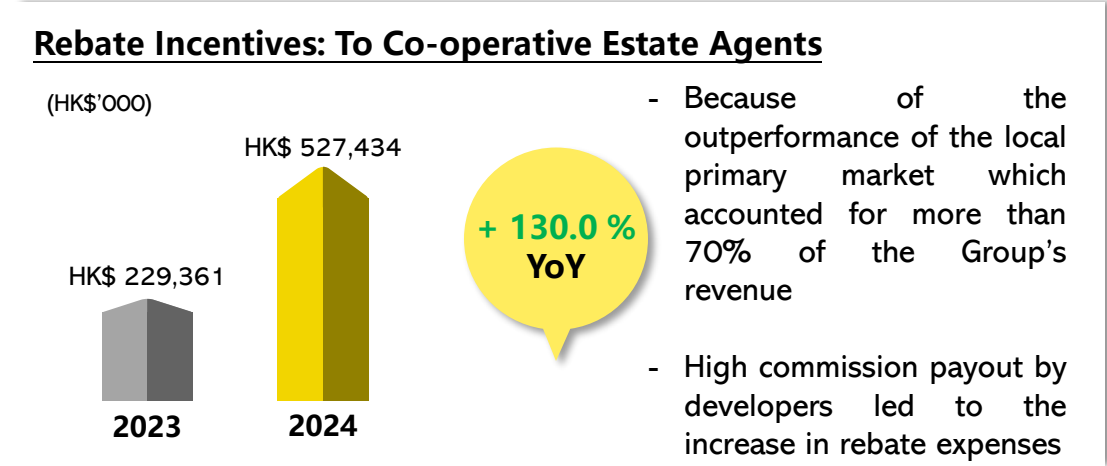
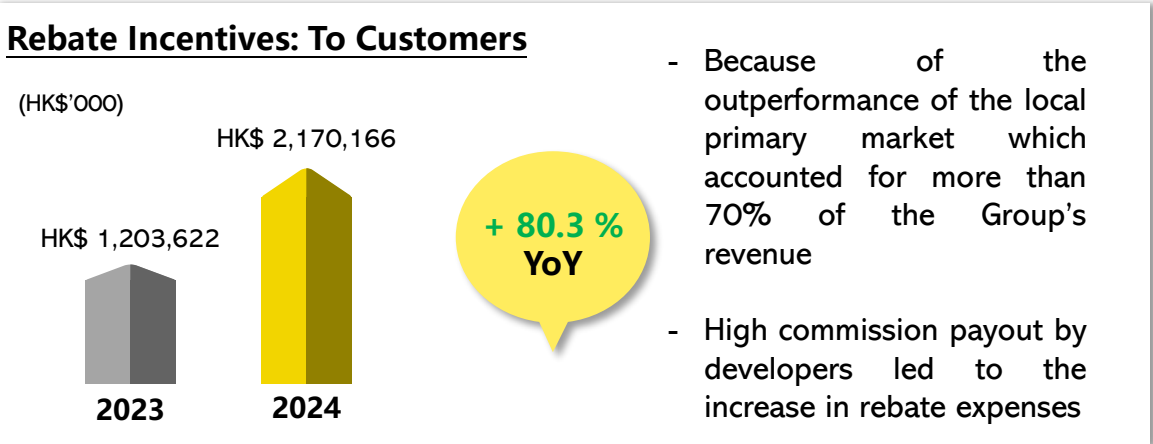
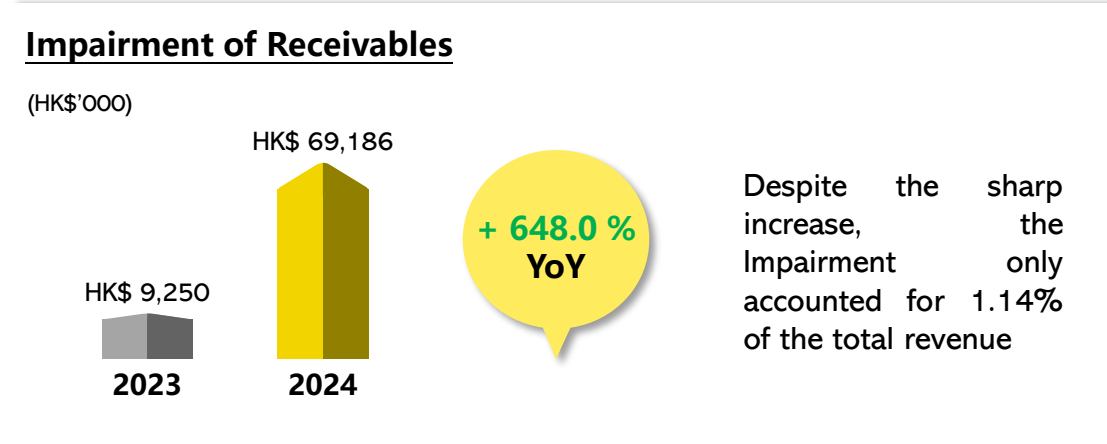
Non Sales Salaries

(HK\$'000)



* Rental expenses represented the operating lease charges, the depreciation of right-of-use assets and interest expenses on lease liabilities.

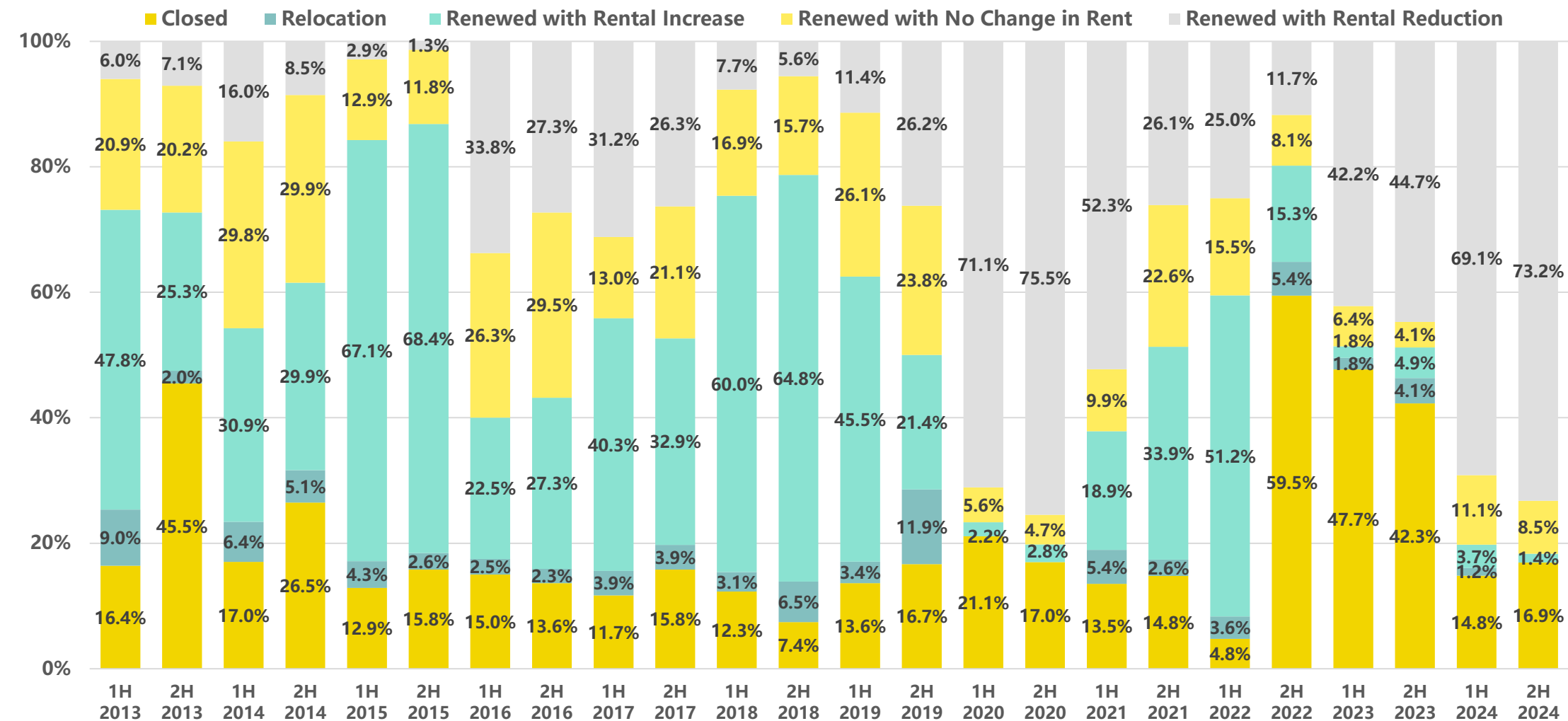
Integration of Services



*Excluding gains from disposal of properties

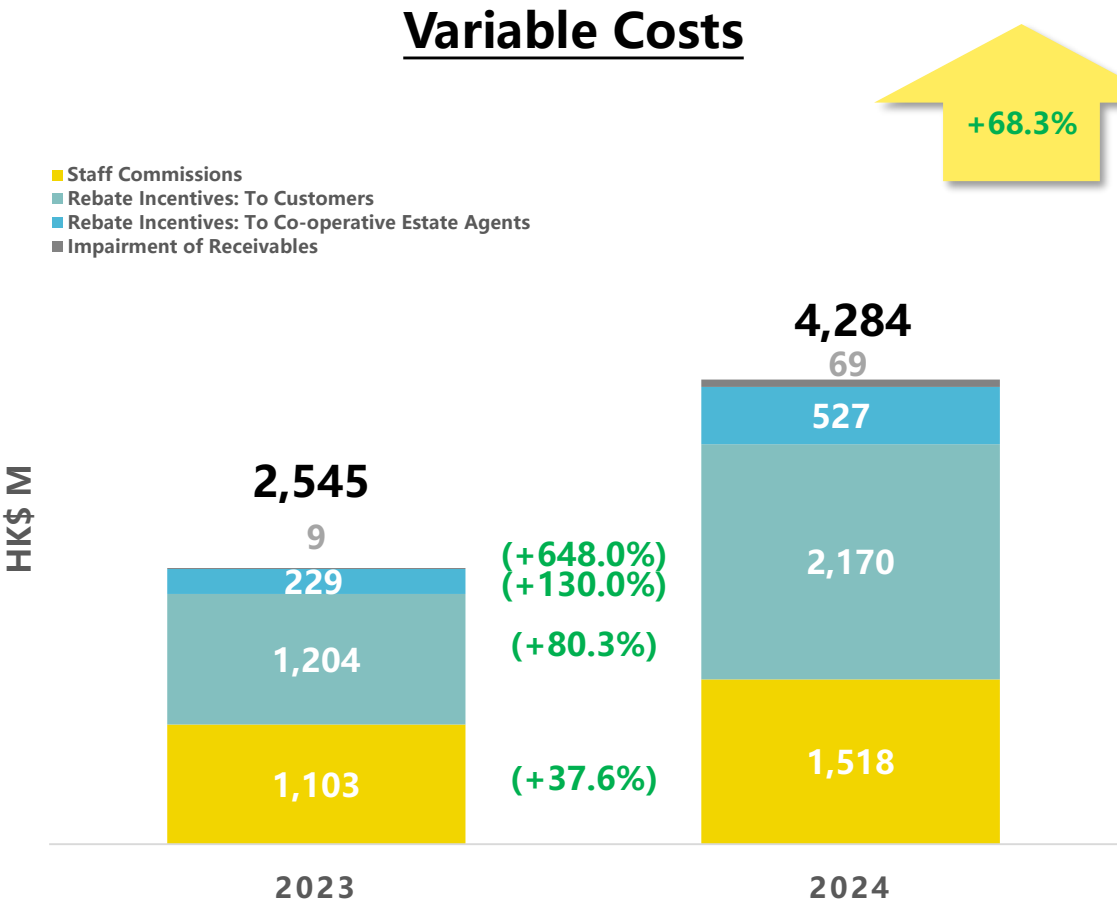
HK Operation : Negotiations on Leases

Negotiated favorable leasing terms

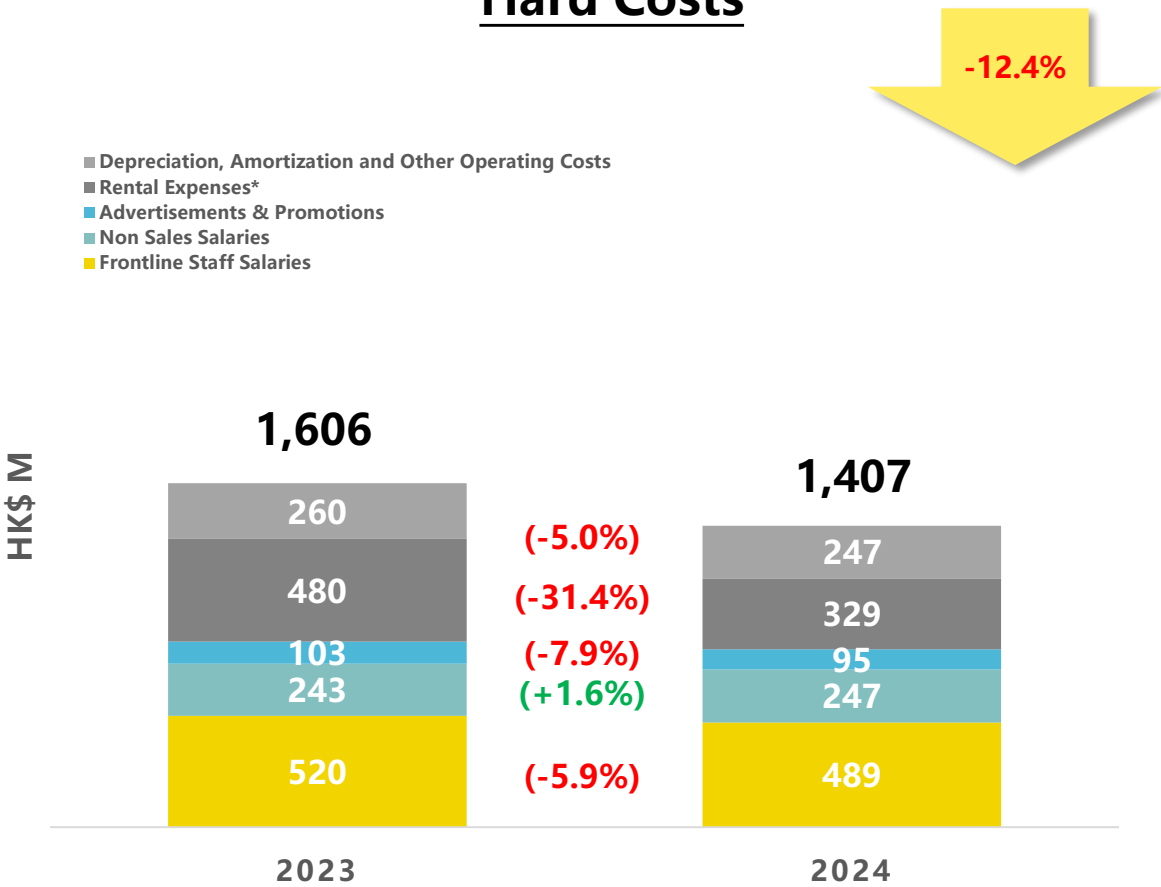


Key Financial Highlights – Variable Vs Hard

Variable Costs

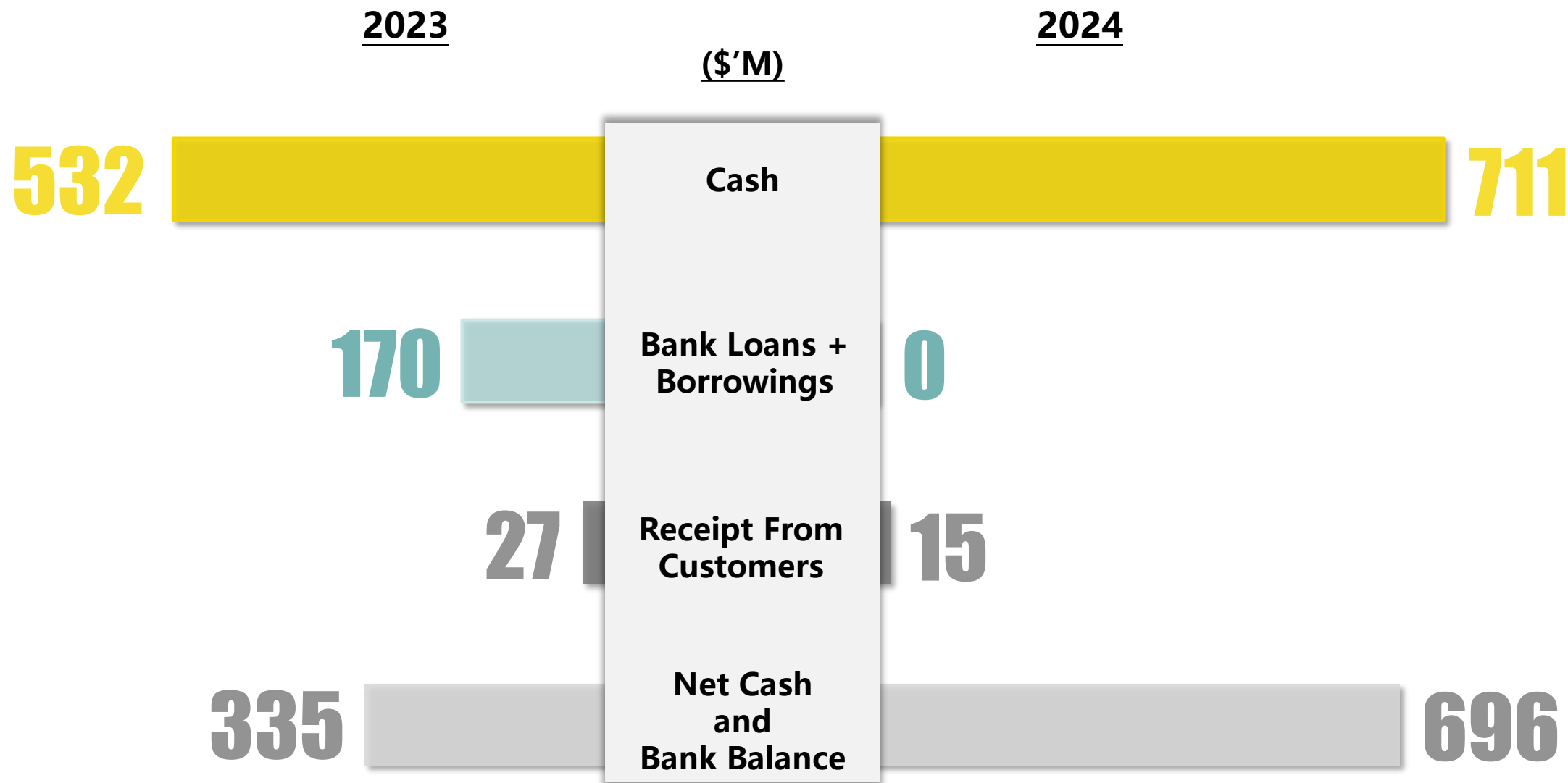


Hard Costs



* Rental expenses represented the operating lease charges, the depreciation of right-of-use assets and interest expenses on lease liabilities.

Increase in Net Cash

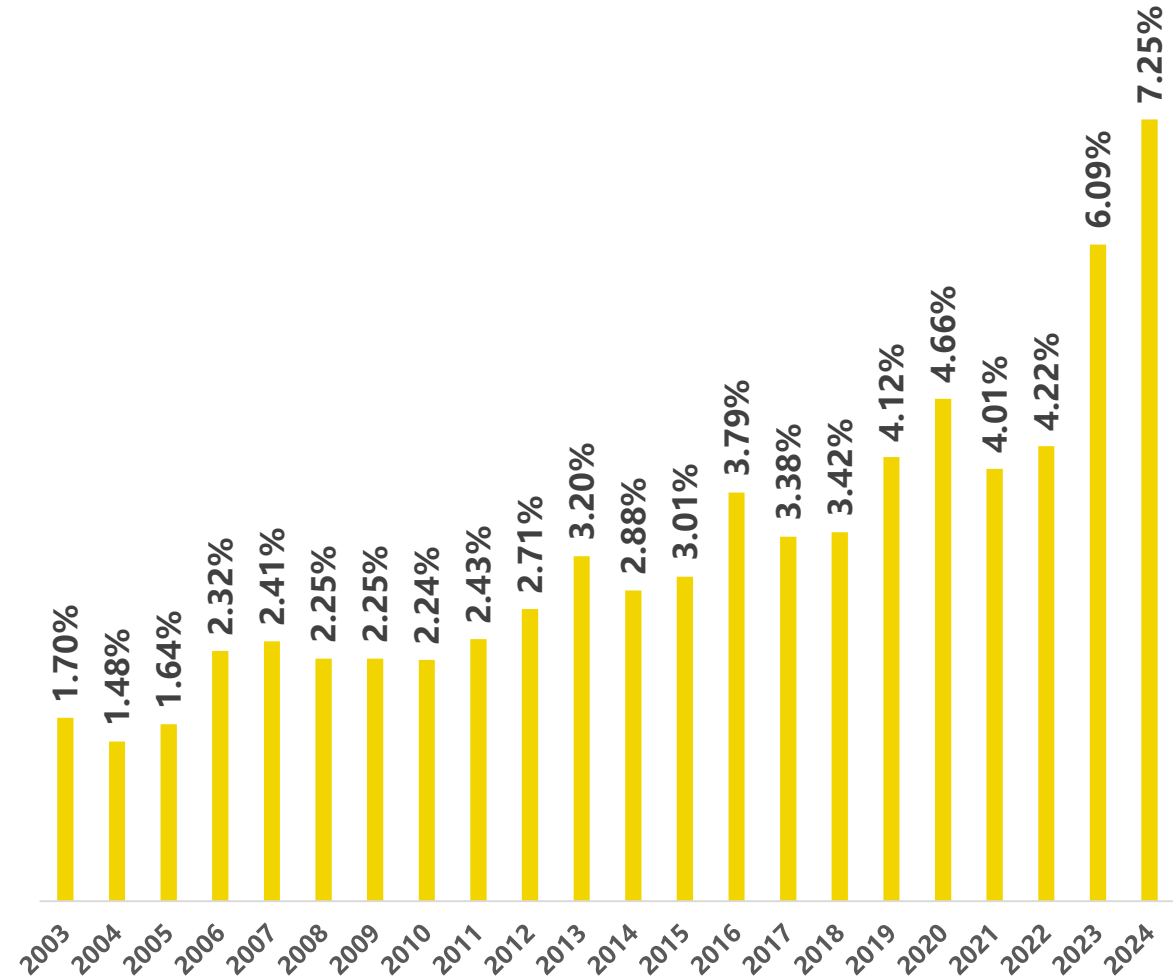




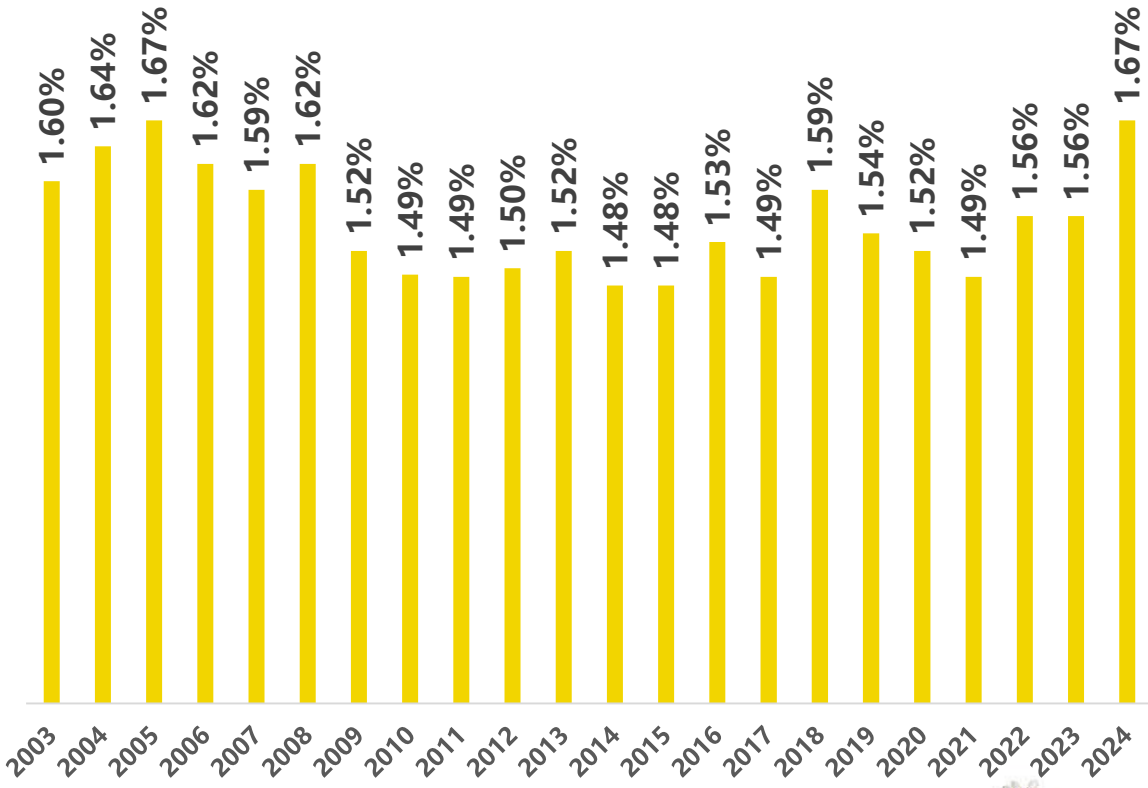
Business Overview

Gross Commission Rate*

As a % of New Property Price



As a % of Resale Property Price

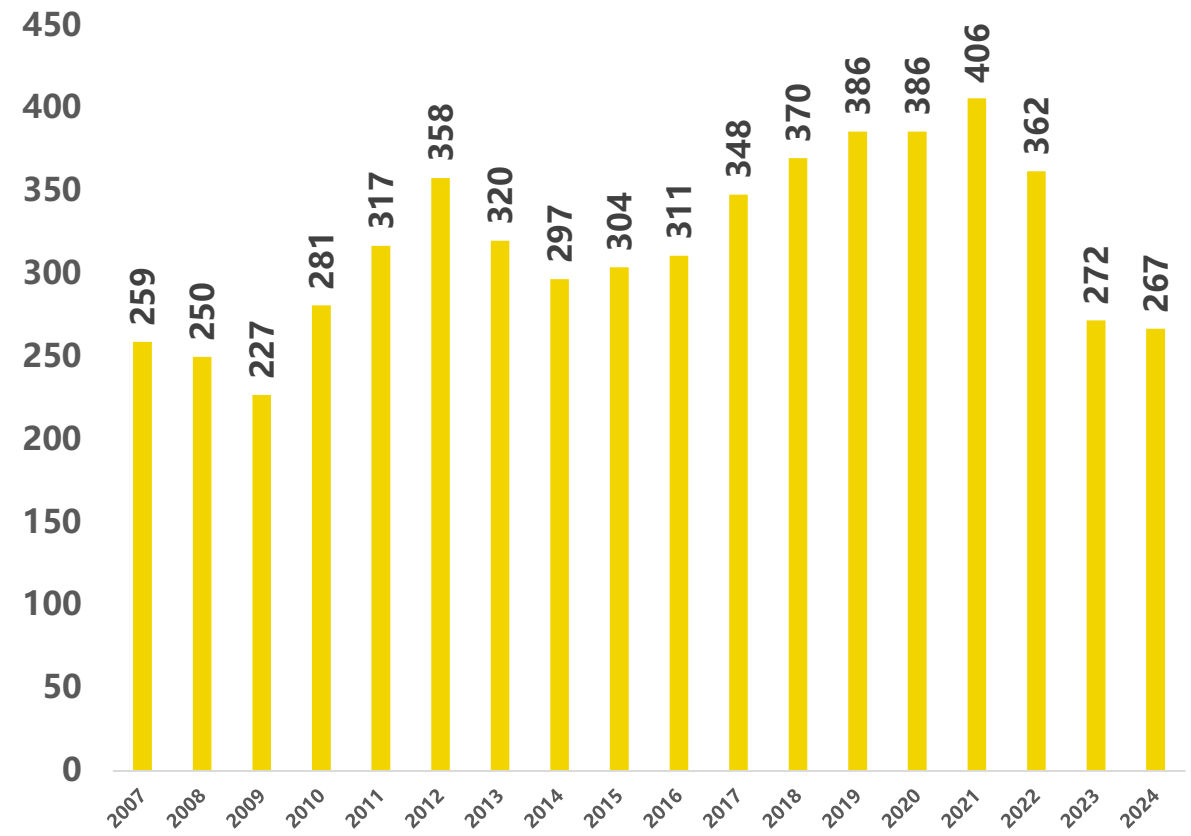


*Local Market

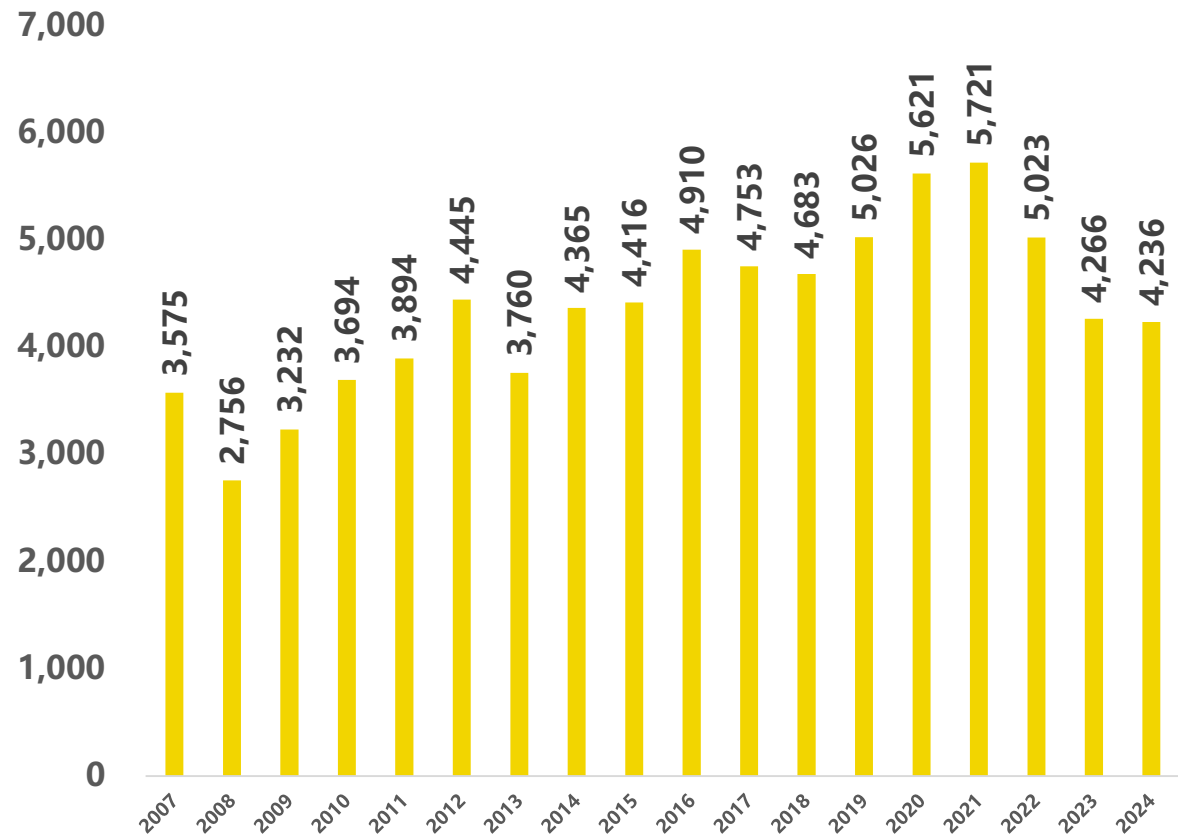


Stable in Scale despite increase in revenue

Number of Local Branches
(Not including Midland ICI)

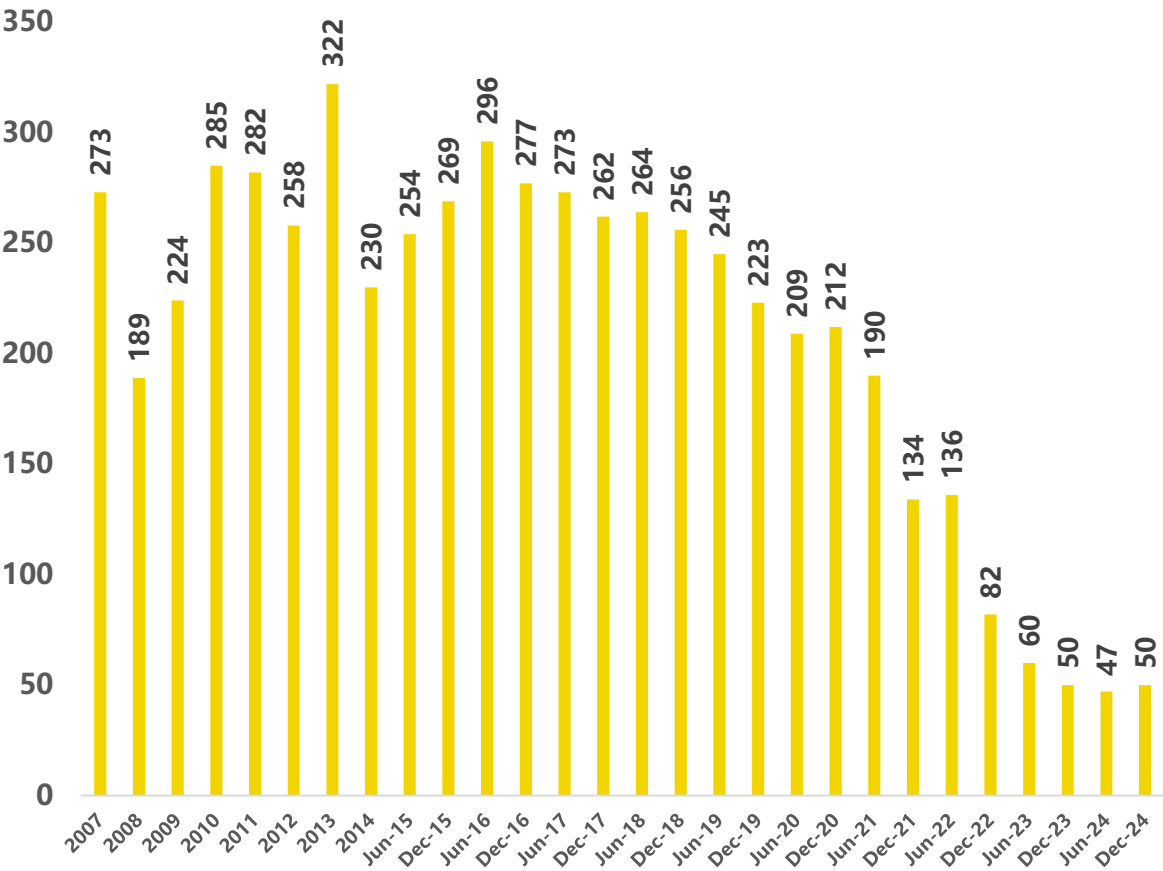


Number of Staff in HK
(Not including Midland ICI)

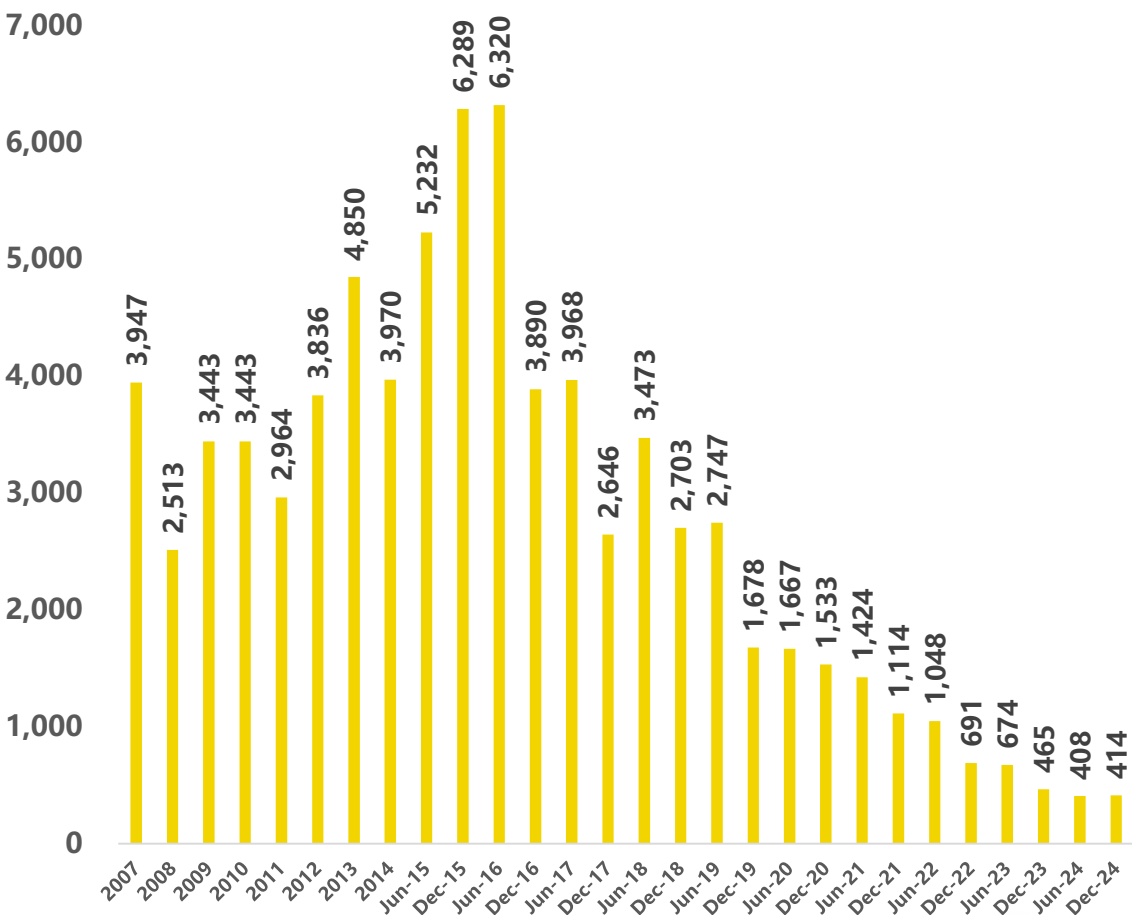


Virtually, no change in size

Number of Branches in China



Number of Staff in China



Strategic Priorities

- 1 Pace of Market Recovery
- 2 Developers' Sales Strategies
- 3 Industry Dynamics
- 4 Customers' Preference
- 5 Integration of Services

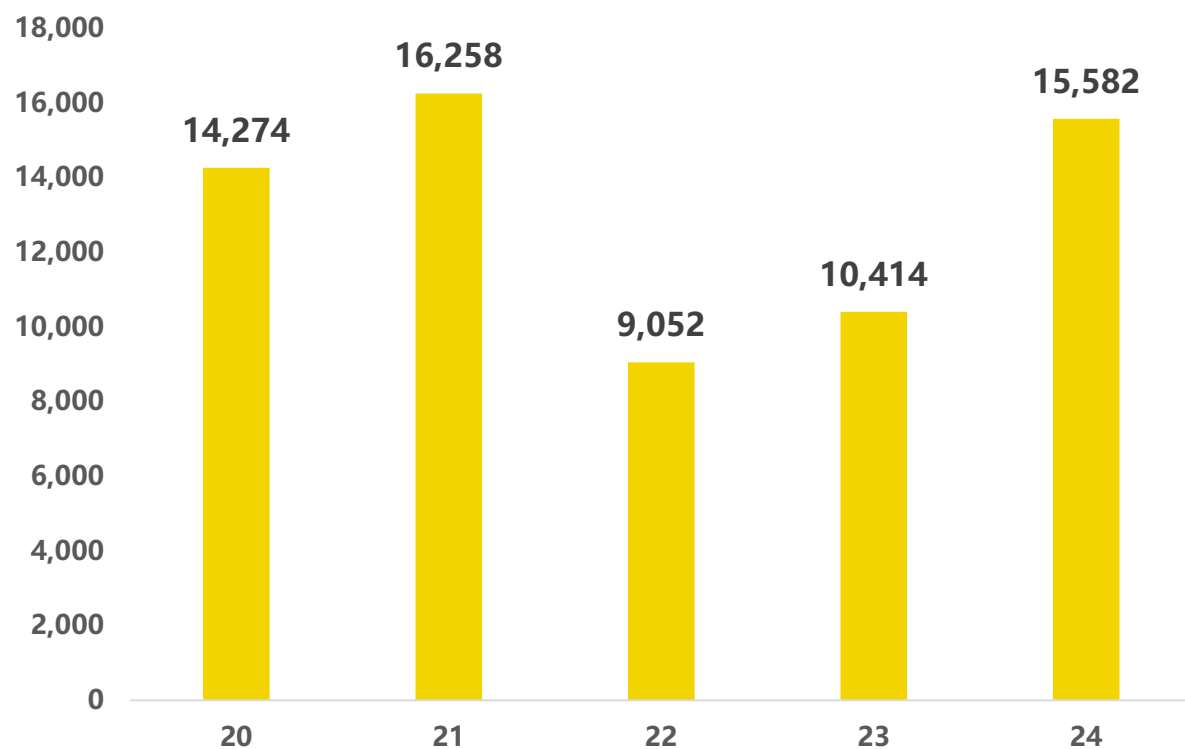




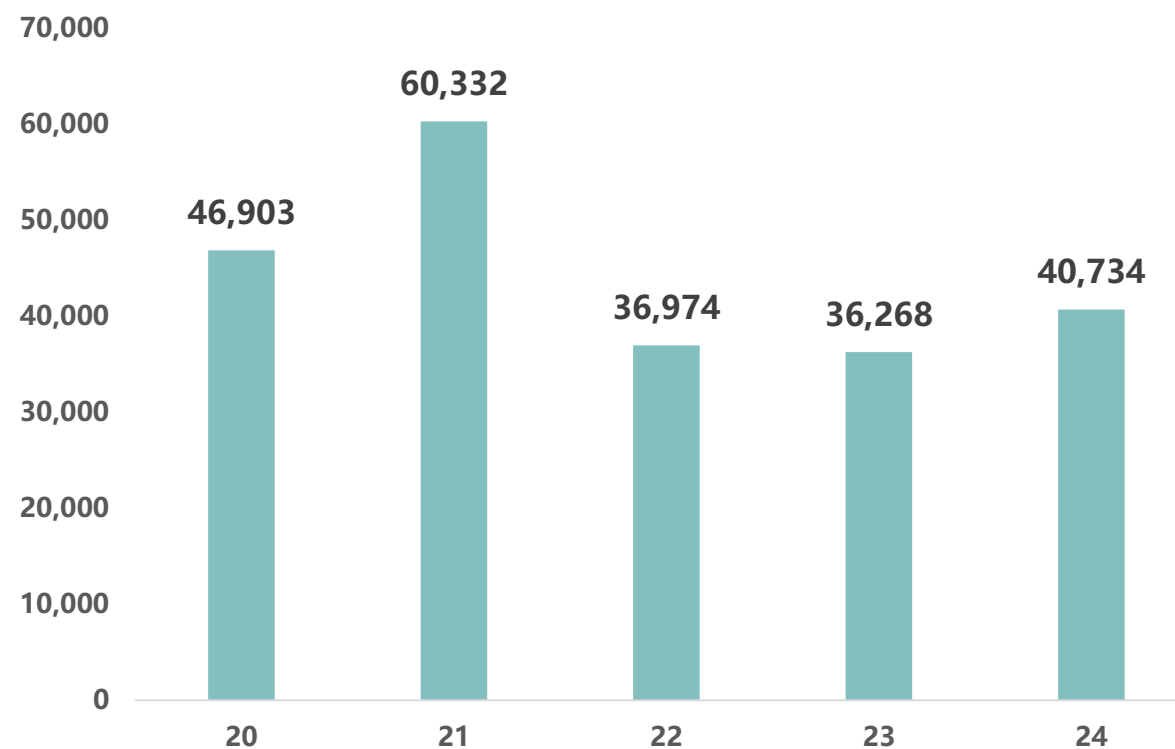
Prospects

Transactions volume

No. of Primary* Transactions



No. of Secondary* Transactions

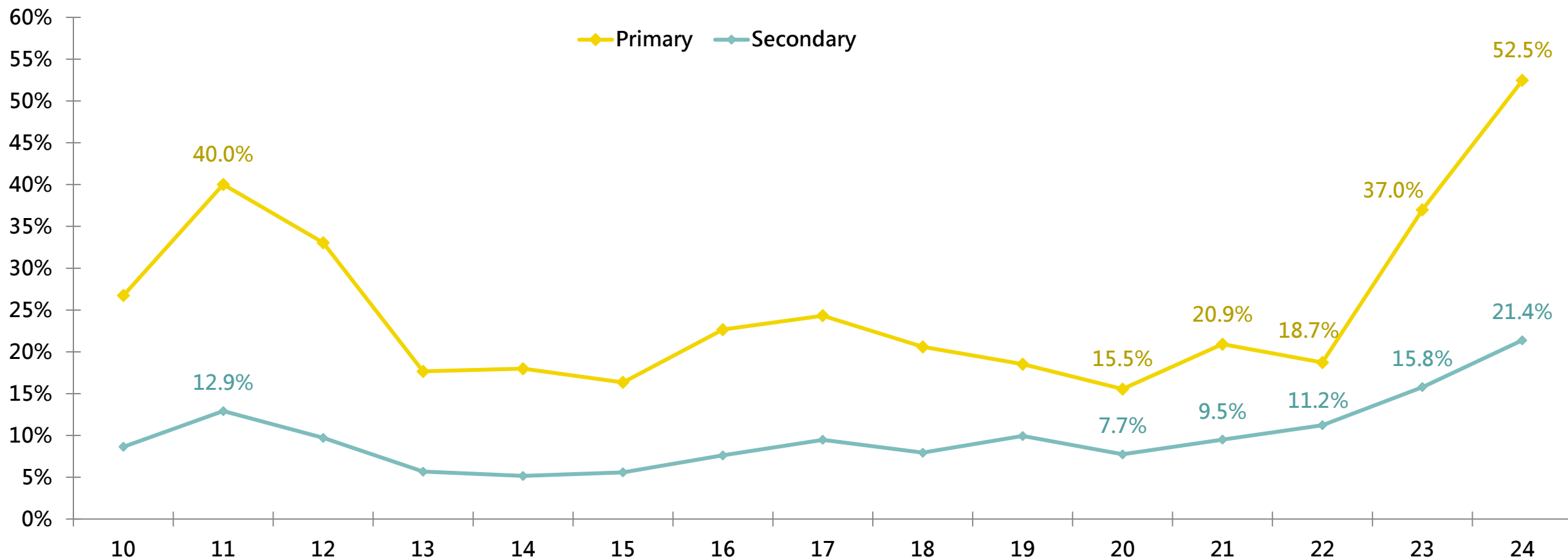


* Based on the information in Sales of First-hand Residential Properties Electronic Platform. Default Transactions are excluded.

** Transaction volume is from the Land Registry & Midland Research Centre. The statistics generally reflect land transactions executed last month, as it takes about 1 month between the execution of deeds and their lodgment for registration.

Source: Midland Research Centre

Involvement of Mainlanders by Value

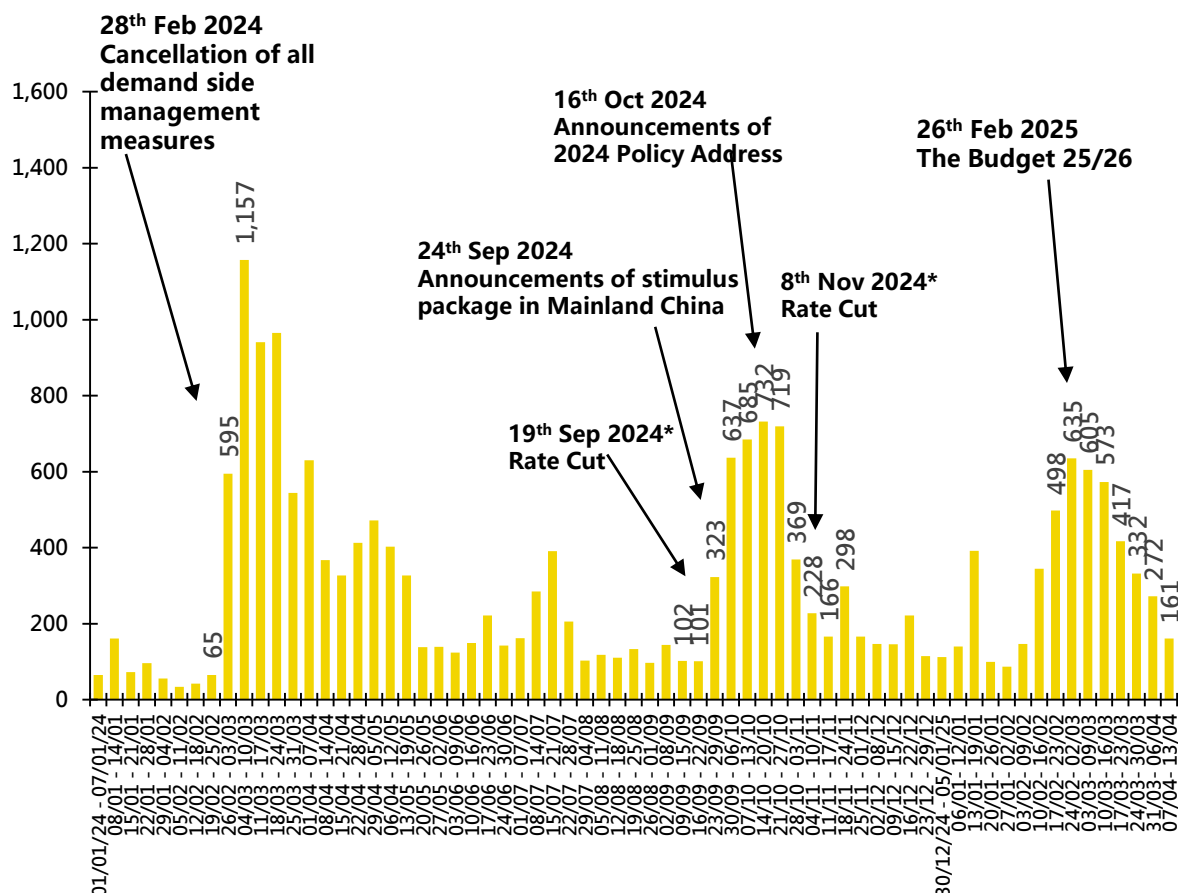


Note:

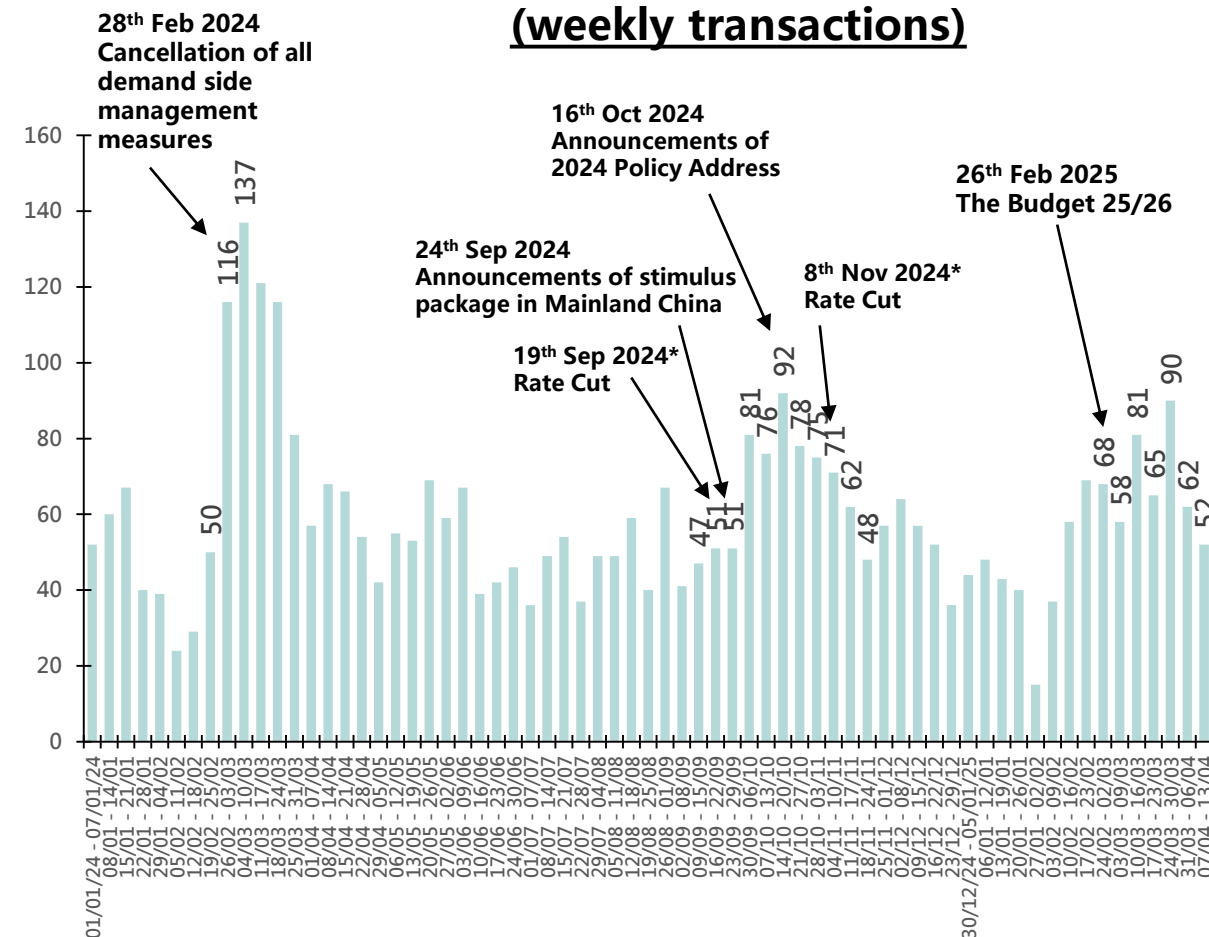
- 1) English and Romanized names are the subject in determining if a buyer is mainlander;
 - 2) Only known cases are considered in calculation, and company cases are excluded;
 - 3) Figures in secondary market include public housing;
 - 4) Because of the time needed in registration, figures generally represent the market one month prior;
- Figures are preliminary and subject to change Source: Land Registry and Midland Research Centre

Primary Market has turned active after the budget

Primary market (weekly transactions)



Secondary market of 35 estates (weekly transactions)



* Announcement date
Source: Midland Research Centre



Change in primary sales transaction Mix

	Feb	Mar (up to 27/3)
<= 4 Million	19.5%	18.2%
> 4 Million	80.5%	81.8%



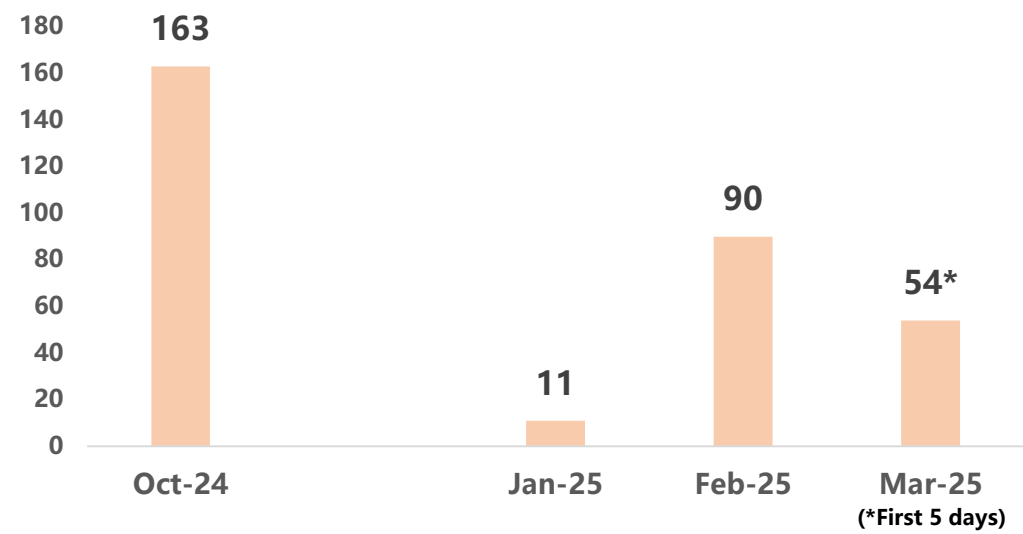
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物業搜尋家
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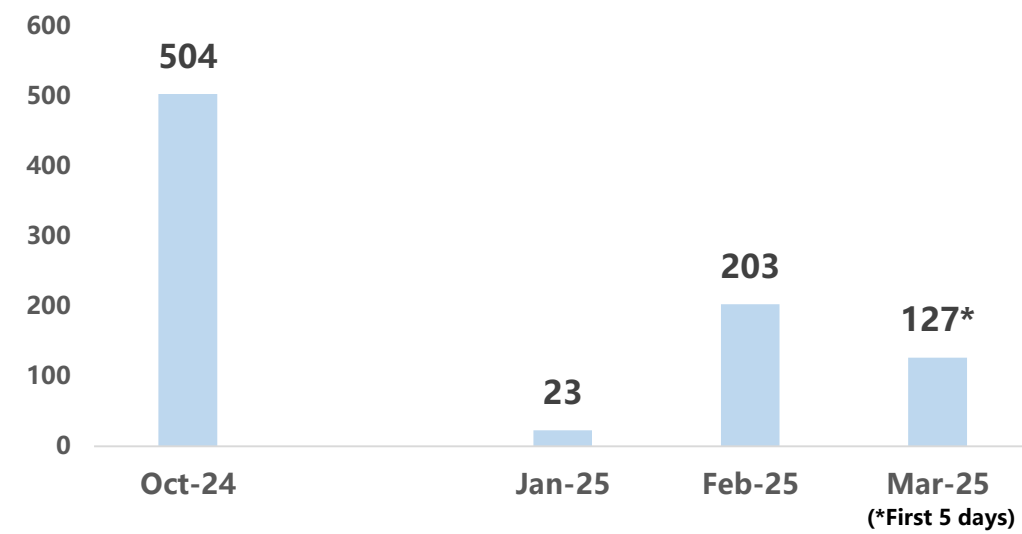


Multiple Properties Buyers

Number of Multiple Properties Buyers



Number of Units bought by Multiple Properties Buyers

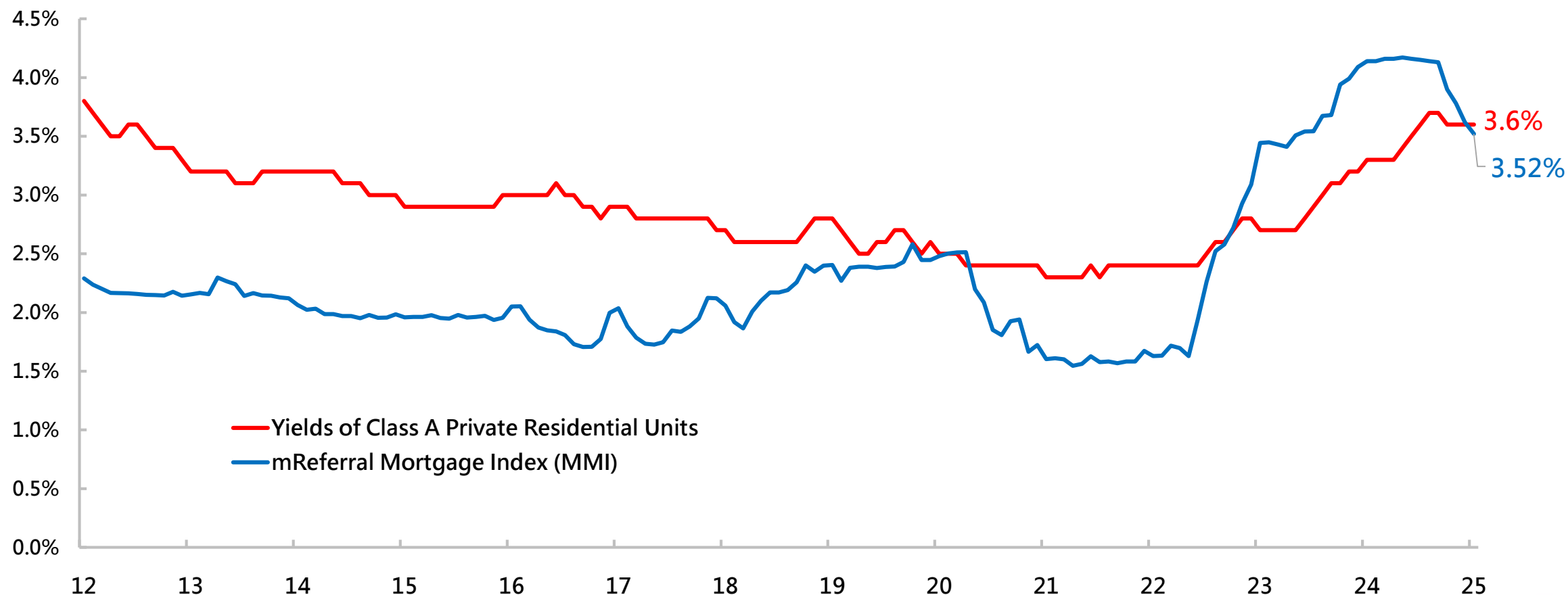


Ratio among total no. of units sold:	17%	3%	16%	19%*
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Source: Market Intelligence

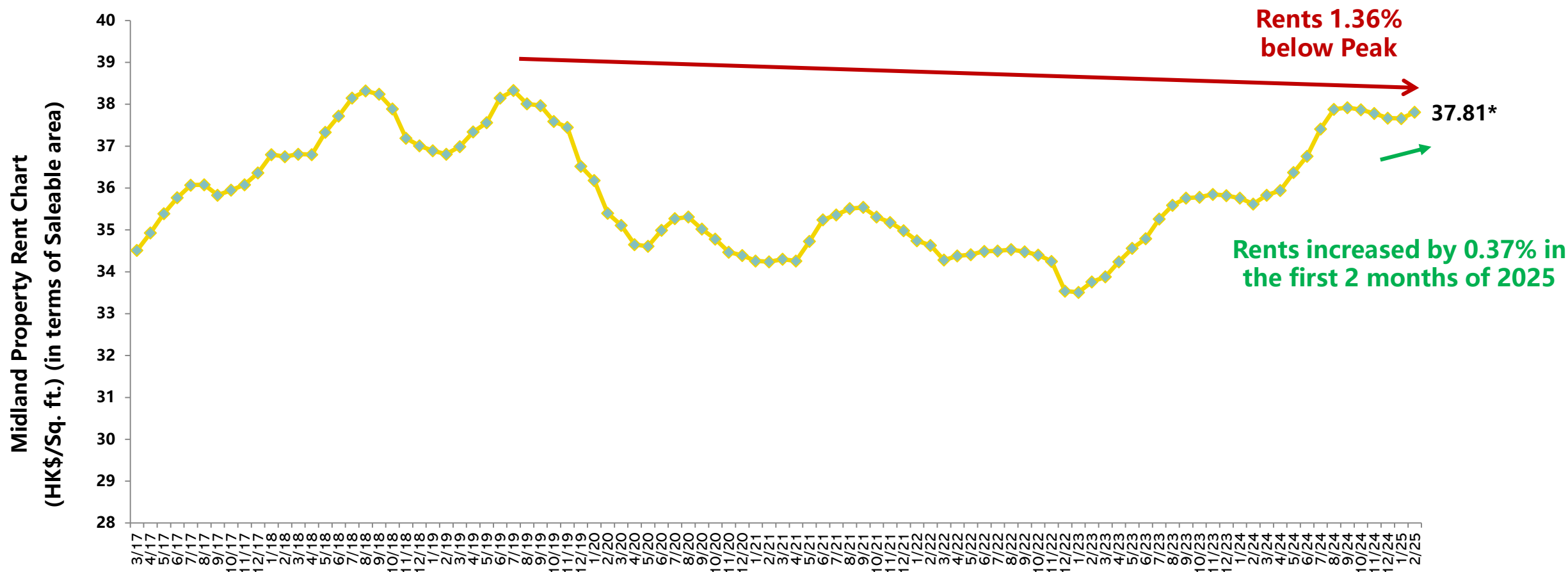
Rental yield has significantly improved

Mortgage rates vs Yields of Class A Private Residential Units (saleable area less than 40 m²)



Source: Rating and Valuation Department, mReferral

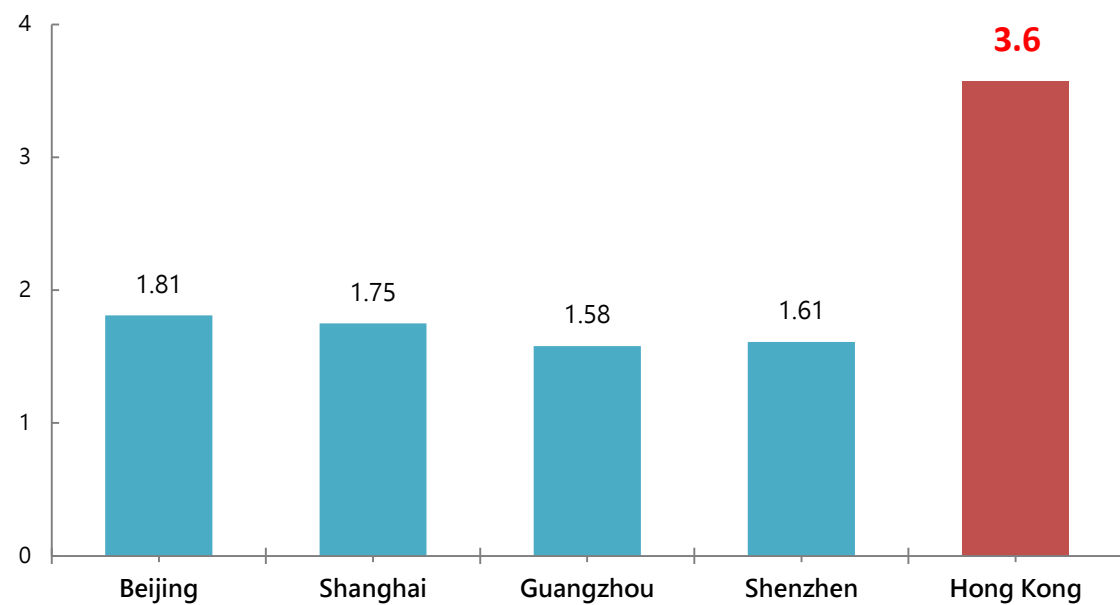
Strong Rental Market



*Provisional Figures
Source: Midland Research Centre

Buy to Let

Rental Yields of the tier one Cities



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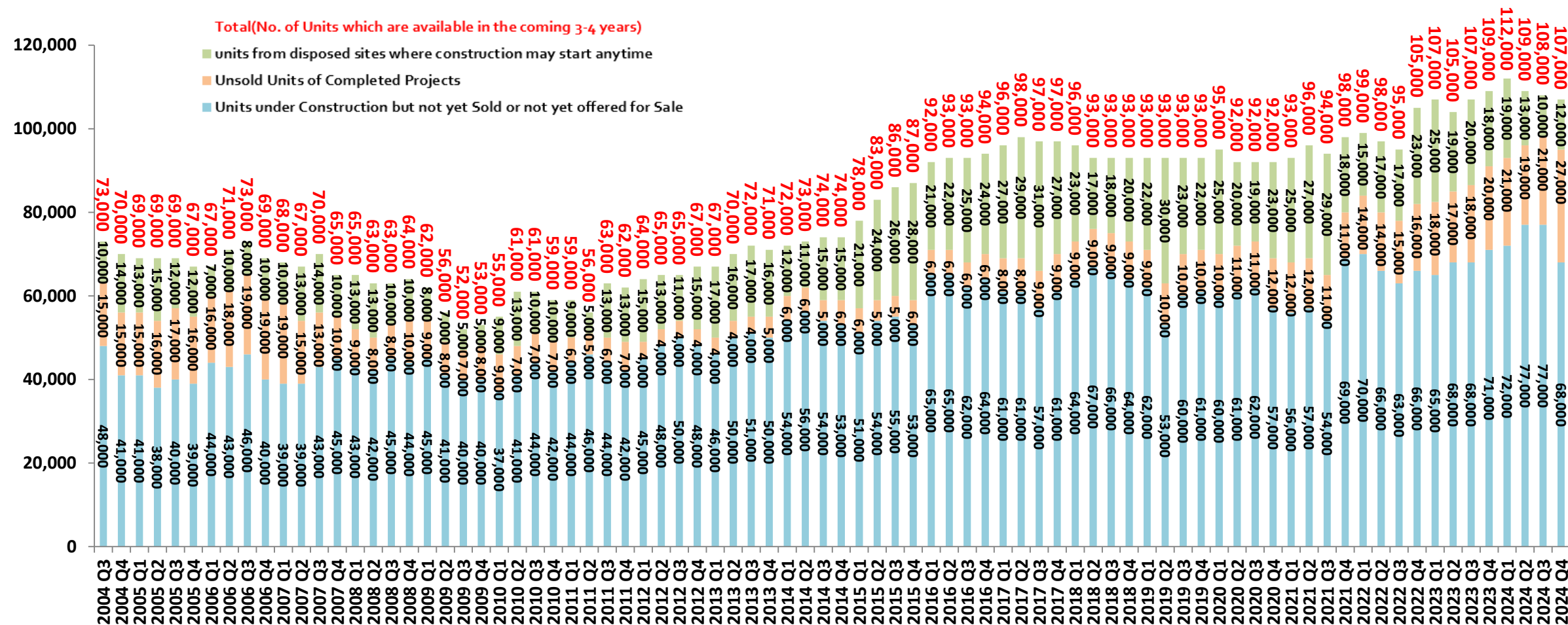


Cutting Supply

Financial Year	Potential Land Supply	Actual
2021-22	16,530	18,930
2022-23	17,940	16,050
2023-24	20,550	15,410
2024-25	15,150	8,930
2025-26	13,700	8,200 (Est.)

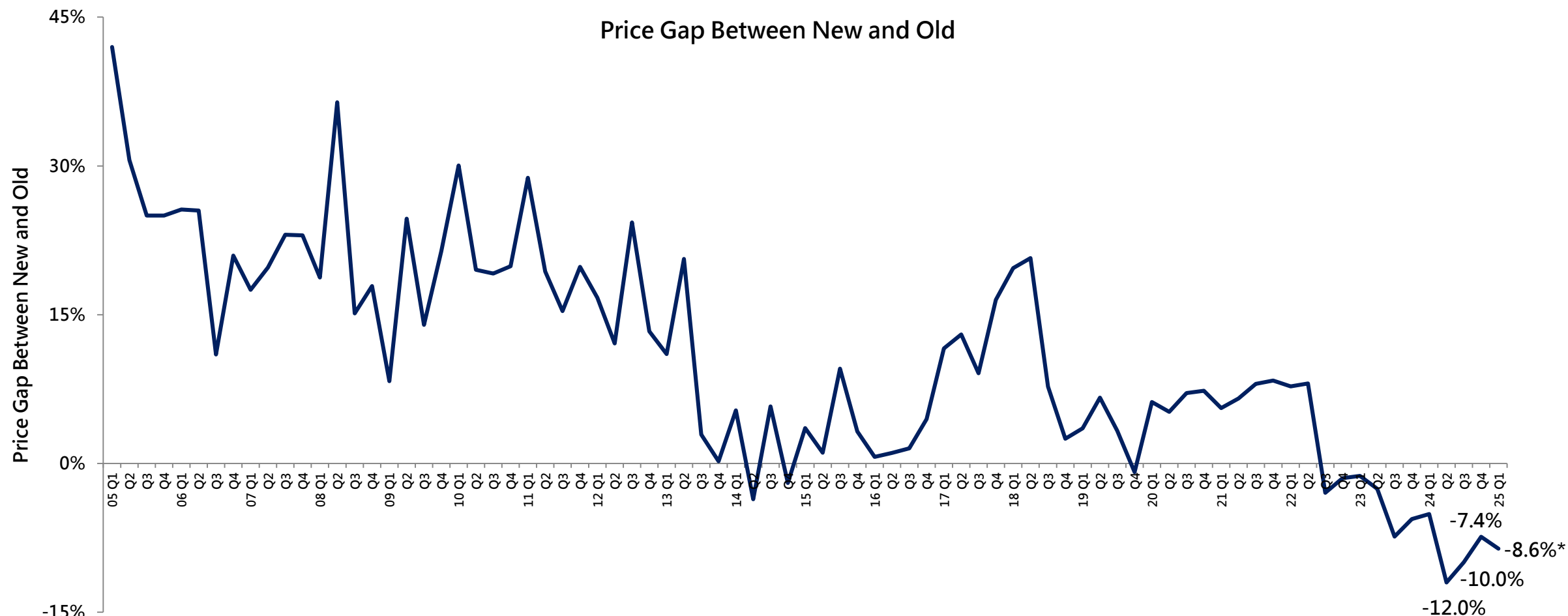
Source: Development Bureau

Underlying supply may have peaked off



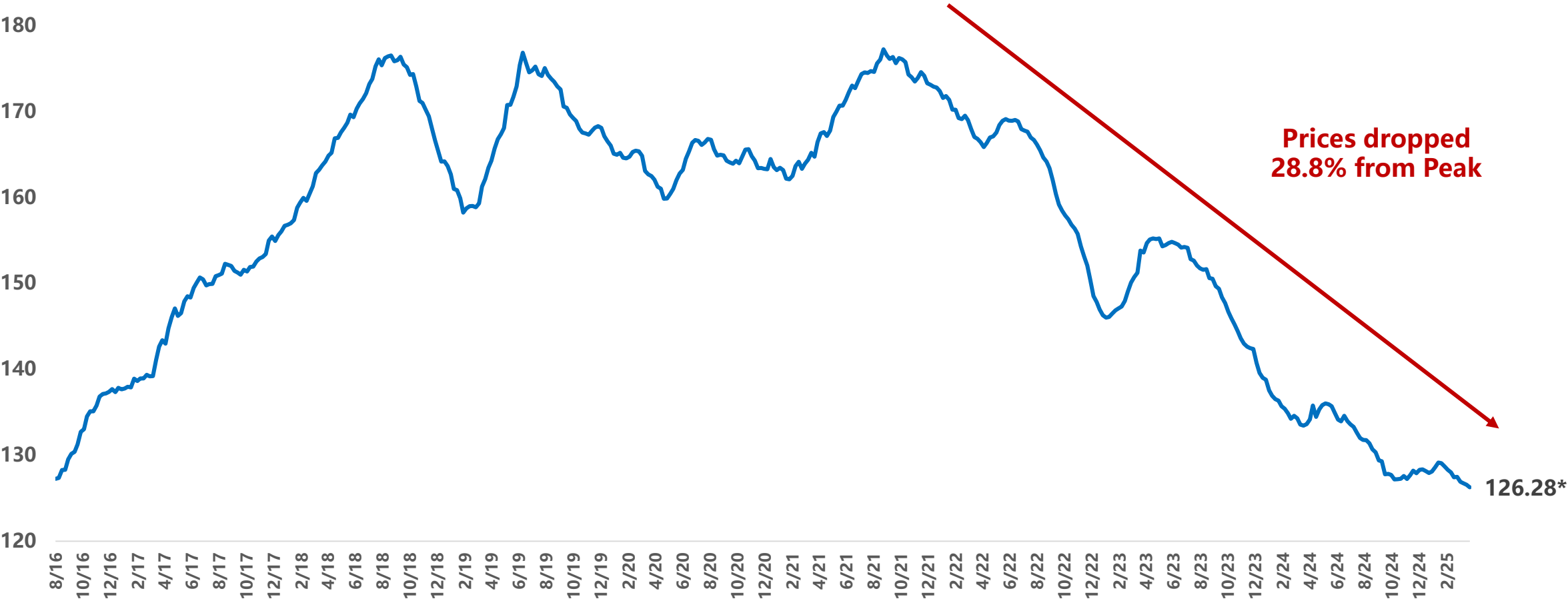
Source: Housing Bureau

Volume-driven Not Price



*Provisional Figures
Source: Midland Research Centre

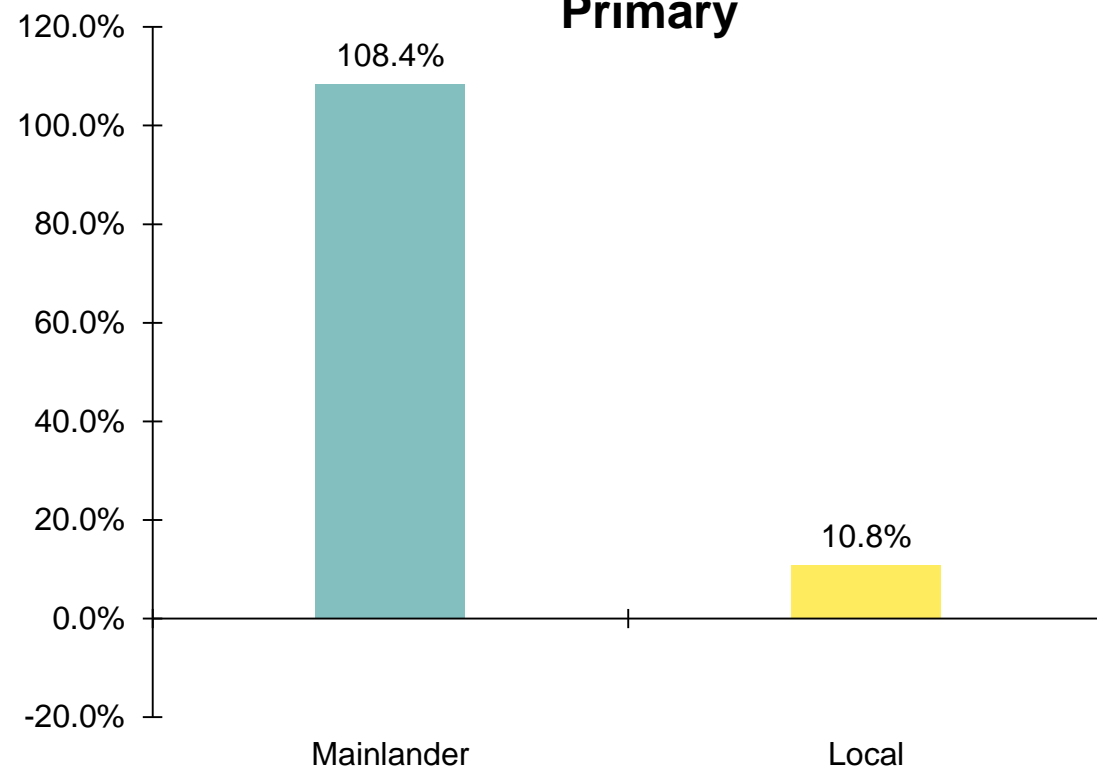
Property Prices



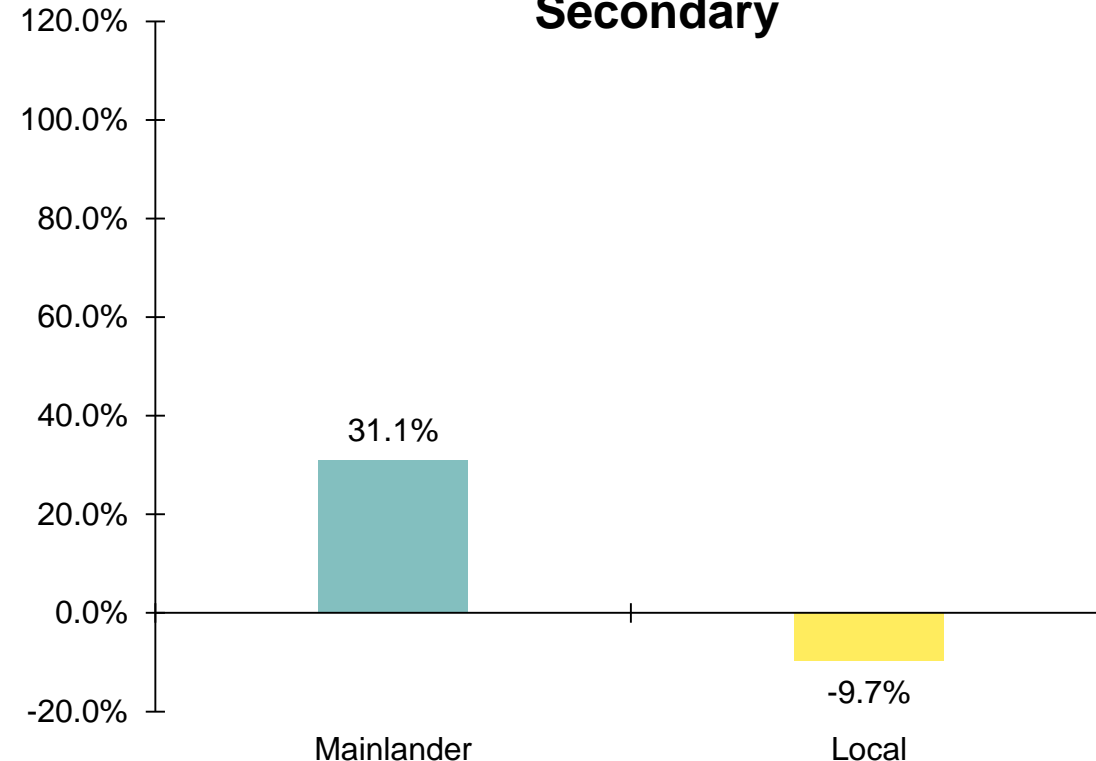
* As of 24.3.2025
Source: Midland Research Centre

Property Demand : Mainlander Vs Local

YOY* Value



YOY* Value



Note:

*Comparison between Year 2024 and 2023

English and Romanized names are the subject in determining if a buyer is mainlander;

Only known cases are considered in calculation, and company cases are excluded;

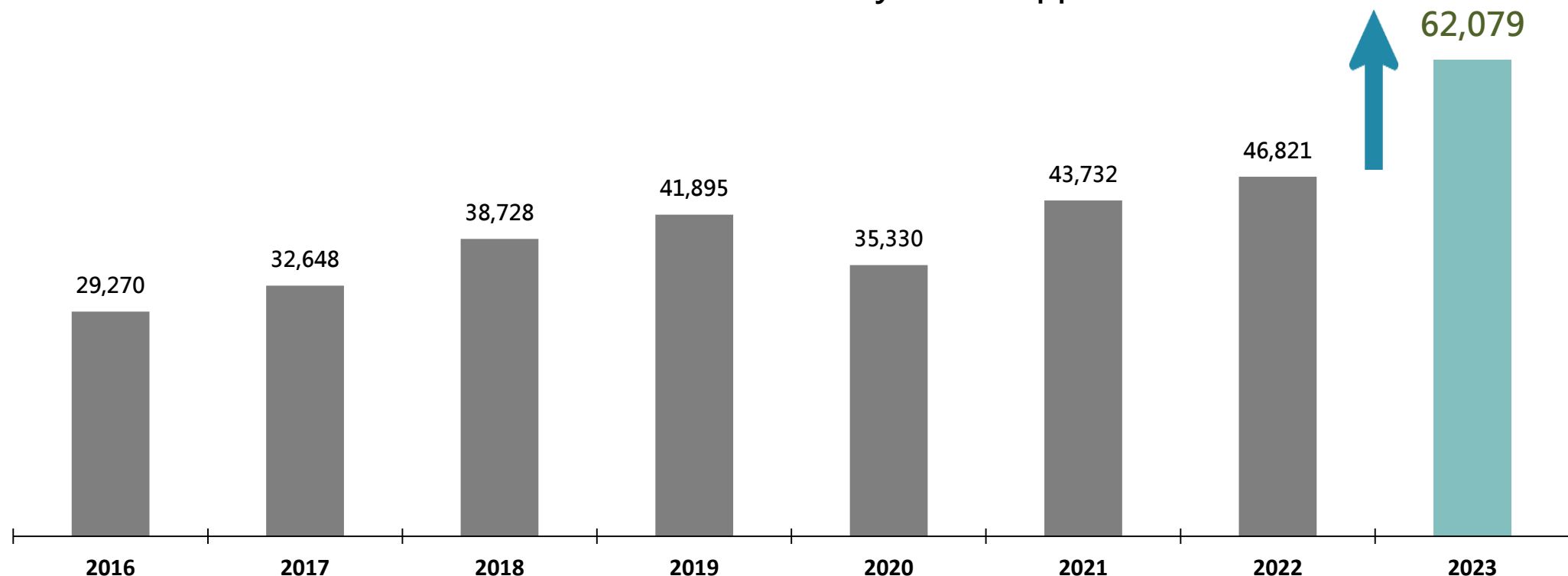
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Number of Student Visas

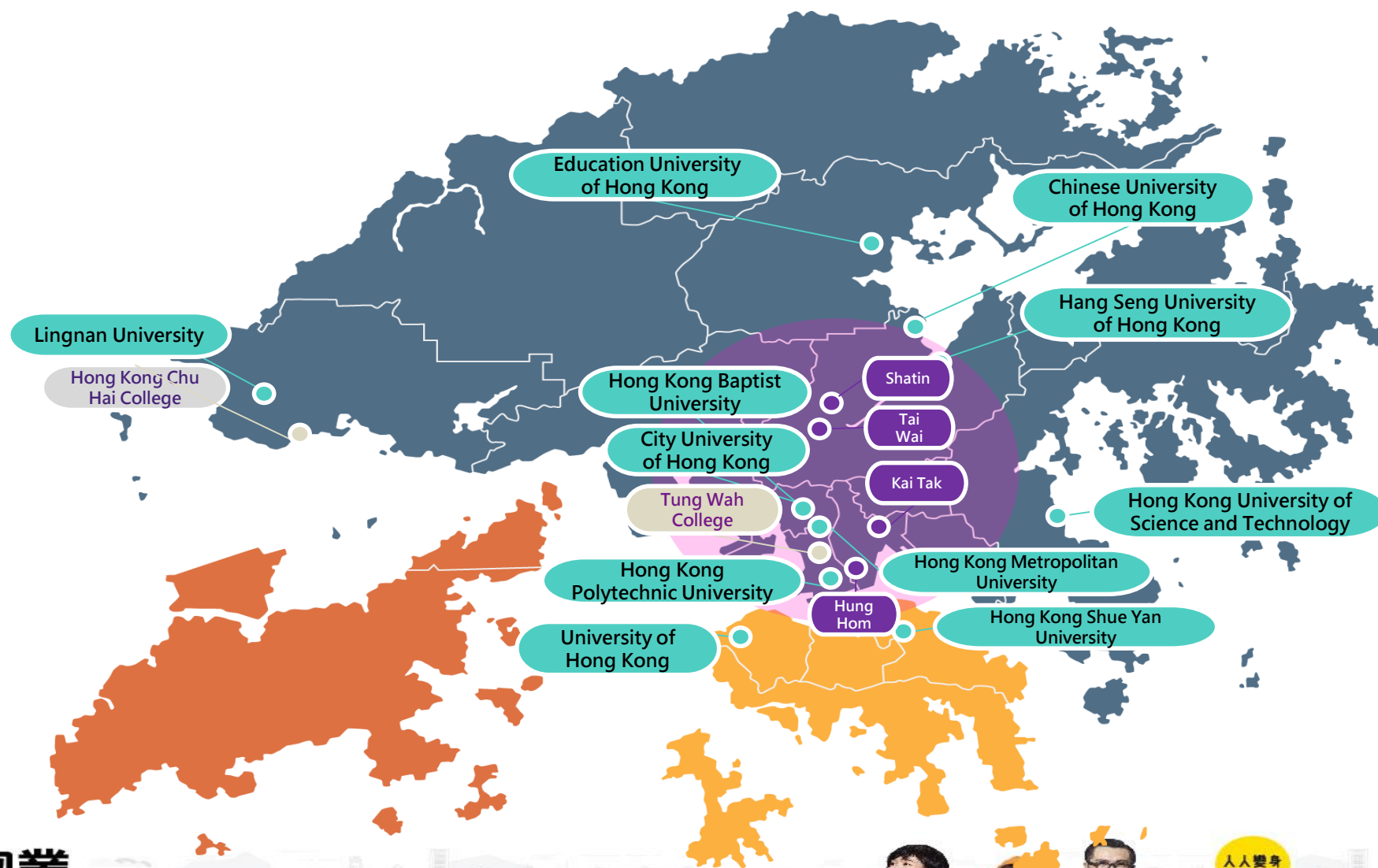
Statistics on Student Visa / Entry Permit Approved



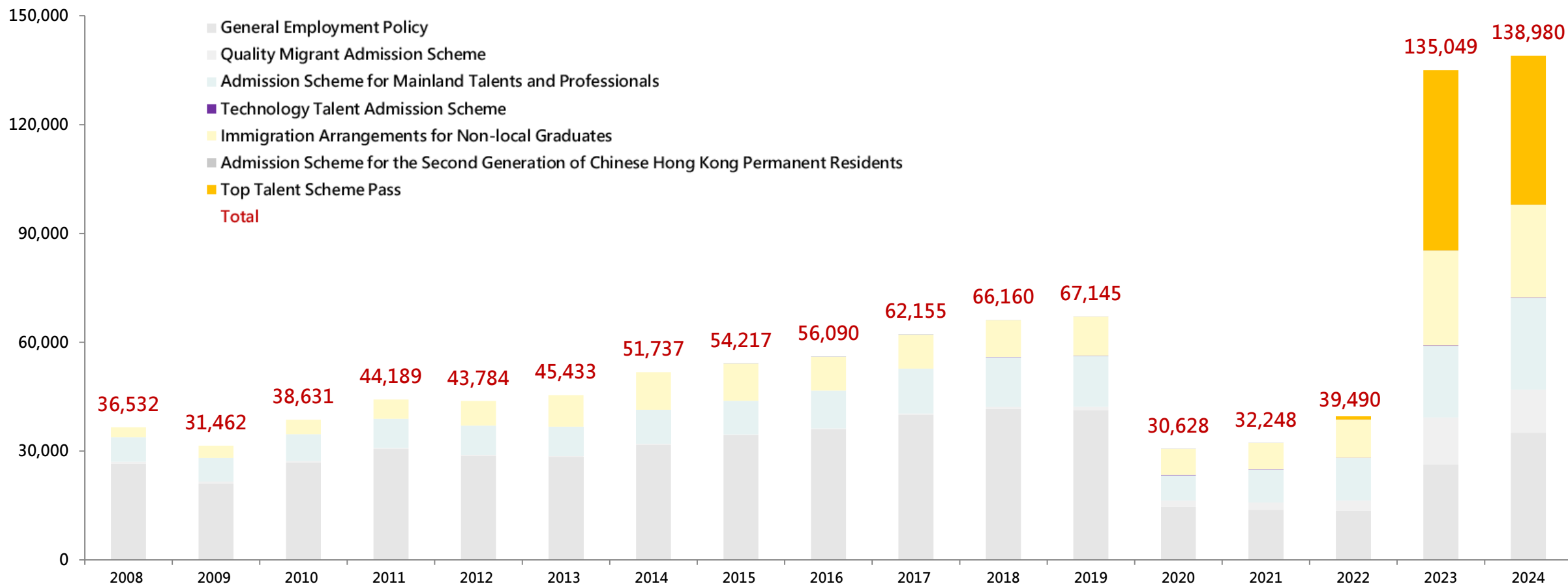
The quota for non-local students studying in the eight subsidized Universities is doubled in 2024

Source: Hong Kong Immigration department

Locations of the Tertiary Education Institutions



TALENTS RECRUITMENT PROGRAMS (Statistics on applications approved)



Source: Hong Kong Immigration Department

Reasons for mainlanders coming to Hong Kong

Power of Hong Kong Passports – Visa free access to 172 countries and territories

Freedom of Capital

Low Tax Regime

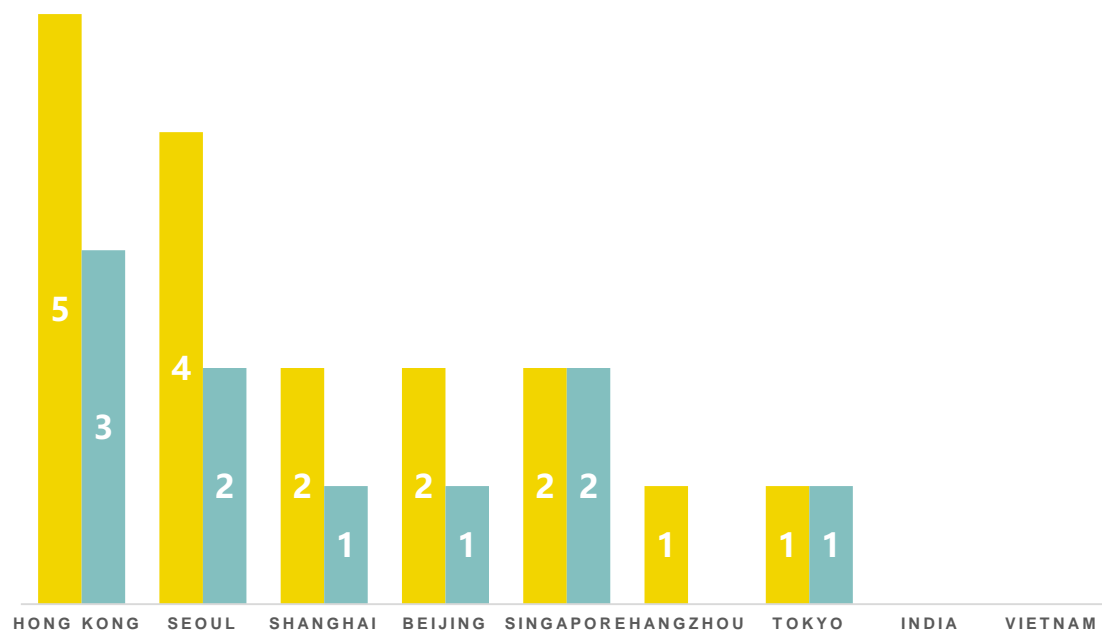
World Class Infrastructure

Education

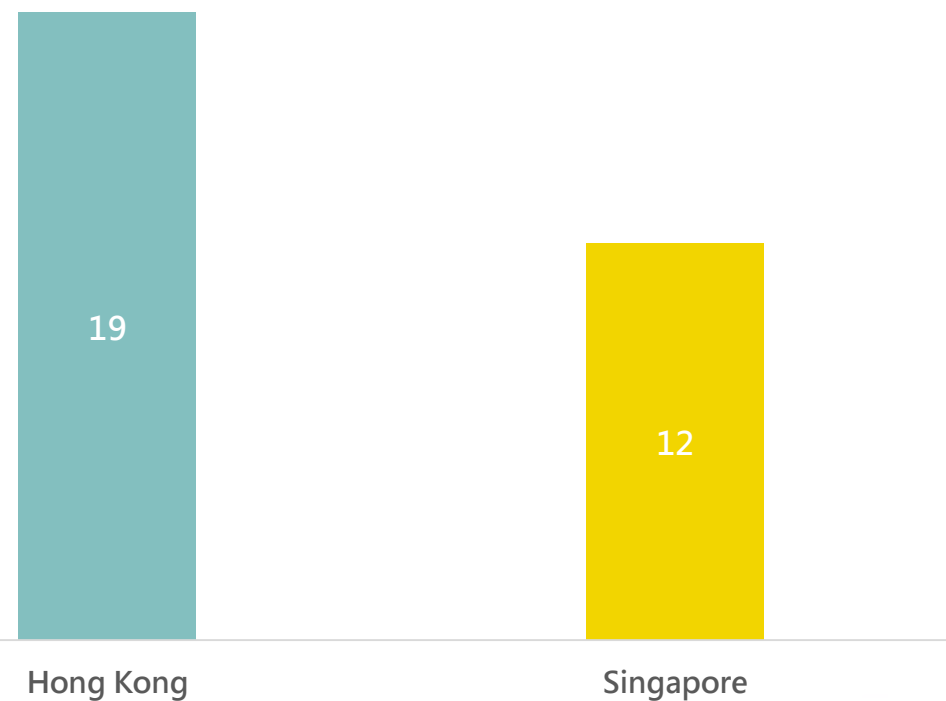
Education Hub

World's Top 100 Universities

■ Top 100 (2025) ■ Top 100 (2015)



2023 Top 100 IB Schools (Exam Scores)



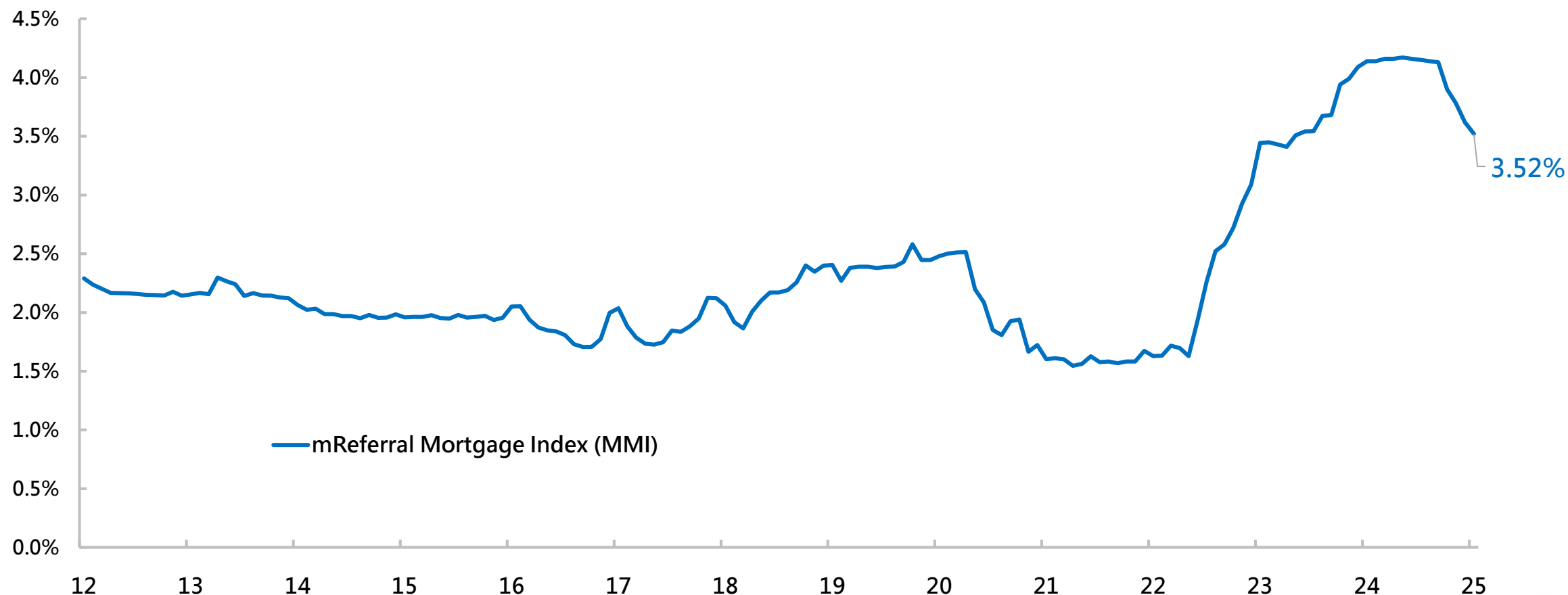
Number of talents & dependents admitted to Hong Kong under various talent admission schemes from 1/2023 to 6/2024

	Number of talents admitted to HK	Number of dependents admitted to HK	Total
Top Talent Pass Scheme	56,952	61,561	118,513
Quality Migrant Admission Scheme	17,147	30,556	47,703
Immigration Arrangements for Non-local Graduates	29,108	6,322	35,430
Admission Scheme for Mainland Talents and Professionals	17,253	14,633	31,886
General Employment Policy	11,744	7,891	19,635
Technology Talent Admission Scheme	173	162	335
Admission Scheme for the Second Generation of Chinese Hong Kong Permanent Residents	112	11	123
Total	132,489	121,136	253,625

Source: Hong Kong Immigration department

Mortgage rates have fallen

Mortgage rates may fall further in the second half



Source: Rating and Valuation Department, mReferral

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Thank You