

Morgan Stanley Asia Limited+

Lin He

Lin.He@morganstanley.com
+86 21 6279 7041

Jerry Lou

Jerry.Lou@morganstanley.com
+852 2848 6511

October 31, 2007

Stock Rating
Overweight

Industry View
No Rating

Shanghai Jin Jiang International Hotel

3Q07 Results In Line; Maintain Overweight on B Share

Quick Comment: Bottom line grew 10% in 9m07 but fell 8% in 3Q07.

What's New: Top line climbed 10% YoY, while gross margin and net profit margin remained largely flat at ~70% and ~30% in the first 9 months of the year. The decline in bottom line in 3Q was due mainly to: 1) recognizing loss of Rmb20.13 mn incurred by the newly opened Wuhan Jin Jiang International Hotel; 2) hotel investment business suffering amid increasing supply in Shanghai.

Wuhan Jin Jiang International Hotel is a 400-room hotel built on 5-star standard and opened in July 2007. The Rmb20.13 mn loss was a result of initial expenditure and low occupancy ratio due to short operating history. Jin Jiang's self-owned hotels delivered better-than-industry average results in 9m07, but were still hurt by a challenging industry situation. Increased supply of star rated hotels in Shanghai has created downward pressure on occupancy and room rates YTD (Exhibit 2).

Results of the chained restaurant business were in-line with our expectation. The 49%-owned Shanghai KFC grew revenue by 16.4% in during the first 9 months.

Implications: We view Jin Jiang B share as attractively valued at current levels. Near-term catalysts include potential public listing of Chang Jiang Securities and Quan Ju De Group, the Peking duck restaurant chain.

Key Ratios and Statistics

Reuters: 900934.SS Bloomberg: 900934 CH
China Mid Cap

Price target	US\$2.20
Shr price, close (Oct 30, 2007)	US\$1.79
Mkt cap, curr (mn)	Rmb10,095
52-Week Range	US\$2.13-0.99
EV, curr (mn)	Rmb9,343
Net debt/cap (07e) (%)	(56.0)
ROE (07e) (%)	11.6
Shrs out, basic, per-end (07e) (mn)	156
S'hldr eqty (07e) (mn)	Rmb2,086
RNOA (07e) (%)	18.4

Key Ratios and Statistics (A share)

Reuters: 600754.SS Bloomberg: 600754 CH

Stock Rating	Underweight			
Price Target	Rmb16			
Share Price, close[Oct. 30, 07]	17.9			
Fiscal Year (Dec)	2006	2007e	2008e	2009e
P/E	31.9	45.6	40.8	37.5
Price/Book	3.4	5.2	5.0	4.9
EV/EBITDA	18.1	28.2	25.3	23

Morgan Stanley does and seeks to do business with companies covered in Morgan Stanley Research. As a result, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of Morgan Stanley Research. Investors should consider Morgan Stanley Research as only a single factor in making their investment decision.

For analyst certification and other important disclosures, refer to the Disclosure Section.

+ = Analysts employed by non-U.S. affiliates are not registered pursuant to NASD/NYSE rules.

October 31, 2007

Shanghai Jin Jiang International Hotel

Exhibit 1

Jin Jiang: 9m07 review

(RMB mn) (Period ending)	Q3-2007 9/30/2007	Q3-2006 9/30/2006	YOY %	9m-2007 9/30/2007	9m-2006 9/30/2007	YOY %
Revenue from main operations	214.5	200.6	7%	624.7	568.9	10%
Less: Cost of main operations	68.7	62.4	10%	193.5	170.5	14%
Sales taxes and extra charges	8.2	7.3	12%	25.0	22.1	13%
Income from main operations	137.6	131.0	5%	406.2	376.2	8%
Less: Operating expenses	52.5	52.9	-1%	165.8	158.3	
General and administrative expenses	38.3	47.1	-19%	129.4	120.1	8%
Financial expenses	(1.3)	0.0		(2.0)	0.1	
Add: Earnings from change of fair value (or deduct	-	-		-	-	
Investment income(or deduct: loss)	23.3	39.7		118.0	101.3	16%
Operating profit	71.4	70.6	1%	230.8	199.1	16%
Add: Subsidy income	-	-		-	-	
Non-operating net income	0.1	1.0		1.0	13.2	
Less: Non-operating expenditure	0.1	0.6		0.2	3.3	
Income before Tax	71.4	71.0	1%	231.6	209.0	11%
Less: Income tax	8.1	5.0		28.1	25.9	
Minority interest	4.4	2.0		11.9	8.8	
Net profit	58.9	64.0	-8%	191.7	174.4	10%
Margins						
Gross Margin	68.0%	68.9%		69.0%	70.0%	
Operating Margin	33.3%	35.2%		36.9%	35.0%	
Pre-tax Margin	33.3%	35.4%		37.1%	36.7%	
Net Margin	27.5%	31.9%		30.7%	30.7%	

Source: Company data, Morgan Stanley Research
Note: based on China GAAP

October 31, 2007

Shanghai Jin Jiang International Hotel

Exhibit 2


Shanghai Star-rated Hotel Industry Data

(Rmb)	9m-2007	9m-2006	YOY %
Occ. (%)			
5 star	67.3%	72.6%	-5.3%
4 star	62.9%	65.7%	-2.8%
3 star	55.3%	59.8%	-4.5%
2 star	56.0%	58.1%	-2.1%
ADR			
5 star	1,399.8	1,389.3	0.8%
4 star	647.0	661.9	-2.3%
3 star	326.2	340.6	-4.2%
2 star	212.4	212.7	-0.1%
RevPAR			
5 star	942.3	1,008.2	-6.5%
4 star	407.2	434.9	-6.4%
3 star	180.3	203.5	-11.4%
2 star	118.9	123.6	-3.8%

Source: Shanghai Tourism Committee, Morgan Stanley Research

Company Description

Shanghai Jin Jiang International Hotel Development Co., Ltd is the largest hotel management company in China, with more than 92 hotels under its management. These hotels are mainly located in the large and medium-sized cities in China, ranging from luxurious five-star hotel to economical two-star hotel. The company's other principal activities include hotel investment and fast food and restaurant business.

	<p>Morgan Stanley ModelWare is a proprietary analytic framework that helps clients uncover value, adjusting for distortions and ambiguities created by local accounting regulations. For example, ModelWare EPS adjusts for one-time events, capitalizes operating leases (where their use is significant), and converts inventory from LIFO costing to a FIFO basis. ModelWare also emphasizes the separation of operating performance of a company from its financing for a more complete view of how a company generates earnings.</p>
---	--

Disclosure Section

The information and opinions in Morgan Stanley Research were prepared or are disseminated by Morgan Stanley Asia Limited (which accepts the responsibility for its contents) and/or Morgan Stanley Asia (Singapore) Pte. (Registration number 199206298Z, regulated by the Monetary Authority of Singapore, which accepts the responsibility for its contents), and/or Morgan Stanley Asia (Singapore) Securities Pte Ltd (Registration number 200008434H, regulated by the Monetary Authority of Singapore, which accepts the responsibility for its contents), and/or Morgan Stanley Taiwan Limited and/or Morgan Stanley & Co International plc, Seoul Branch, and/or Morgan Stanley Australia Limited (A.B.N. 67 003 734 576, holder of Australian financial services license No. 233742, which accepts responsibility for its contents), and/or Morgan Stanley India Company Private Limited and their affiliates (collectively, "Morgan Stanley").

Analyst Certification

The following analysts hereby certify that their views about the companies and their securities discussed in this report are accurately expressed and that they have not received and will not receive direct or indirect compensation in exchange for expressing specific recommendations or views in this report: Lin He.

Unless otherwise stated, the individuals listed on the cover page of this report are research analysts.

Global Research Conflict Management Policy

Morgan Stanley Research has been published in accordance with our conflict management policy, which is available at www.morganstanley.com/institutional/research/conflict/policies.

Important US Regulatory Disclosures on Subject Companies

The research analysts, strategists, or research associates principally responsible for the preparation of Morgan Stanley Research have received compensation based upon various factors, including quality of research, investor client feedback, stock picking, competitive factors, firm revenues and overall investment banking revenues.

Certain disclosures listed above are also for compliance with applicable regulations in non-US jurisdictions.

STOCK RATINGS

Different securities firms use a variety of rating terms as well as different rating systems to describe their recommendations. For example, Morgan Stanley uses a relative rating system including terms such as Overweight, Equal-weight or Underweight (see definitions below). A rating system using terms such as buy, hold and sell is not equivalent to our rating system. Investors should carefully read the definitions of all ratings used in Morgan Stanley Research. In addition, since Morgan Stanley Research contains more complete information concerning the analyst's views, investors should carefully read Morgan Stanley Research, in its entirety, and not infer the contents from the rating alone. In any case, ratings (or research) should not be used or relied upon as investment advice. An investor's decision to buy or sell a stock should depend on individual circumstances (such as the investor's existing holdings) and other considerations.

Global Stock Ratings Distribution

(as of September 30, 2007)

For disclosure purposes only (in accordance with NASD and NYSE requirements), we include the category headings of Buy, Hold, and Sell alongside our ratings of Overweight, Equal-weight and Underweight. Morgan Stanley does not assign ratings of Buy, Hold or Sell to the stocks we cover. Overweight, Equal-weight, and Underweight are not the equivalent of buy, hold, and sell but represent recommended relative weightings (see definitions below). To satisfy regulatory requirements, we correspond Overweight, our most positive stock rating, with a buy recommendation; we correspond Equal-weight and Underweight to hold and sell recommendations, respectively.

Stock Rating Category	Coverage Universe		Investment Banking Clients (IBC)		
	Count	% of Total	Count	% of Total IBC	% of Rating Category
Overweight/Buy	966	42%	330	44%	34%
Equal-weight/Hold	1017	44%	326	44%	32%
Underweight/Sell	317	14%	88	12%	28%
Total	2,300		744		

Data include common stock and ADRs currently assigned ratings. An investor's decision to buy or sell a stock should depend on individual circumstances (such as the investor's existing holdings) and other considerations. Investment Banking Clients are companies from whom Morgan Stanley or an affiliate received investment banking compensation in the last 12 months.

Analyst Stock Ratings

Overweight (O or Over) - The stock's total return is expected to exceed the total return of the relevant country MSCI Index, on a risk-adjusted basis over the next 12-18 months.

Equal-weight (E or Equal) - The stock's total return is expected to be in line with the total return of the relevant country MSCI Index, on a risk-adjusted basis over the next 12-18 months.

Underweight (U or Under) - The stock's total return is expected to be below the total return of the relevant country MSCI Index, on a risk-adjusted basis, over the next 12-18 months.

More volatile (V) - We estimate that this stock has more than a 25% chance of a price move (up or down) of more than 25% in a month, based on a quantitative assessment of historical data, or in the analyst's view, it is likely to become materially more volatile over the next 1-12 months compared with the past three years. Stocks with less than one year of trading history are automatically rated as more volatile (unless otherwise noted). We note that securities that we do not currently consider "more volatile" can still perform in that manner.

Unless otherwise specified, the time frame for price targets included in Morgan Stanley Research is 12 to 18 months.

Analyst Industry Views

Attractive (A): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be attractive vs. the relevant broad market benchmark, as indicated below.

In-Line (I): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be in line with the relevant broad market benchmark, as indicated below.

Cautious (C): The analyst views the performance of his or her industry coverage universe over the next 12-18 months with caution vs. the relevant broad market benchmark, as indicated below.

Benchmarks for each region are as follows: North America - S&P 500; Latin America - relevant MSCI country index or MSCI Latin America Index; Europe - MSCI Europe; Japan - TOPIX; Asia - relevant MSCI country index.

Stock price charts and rating histories for companies discussed in Morgan Stanley Research are available at www.morganstanley.com/companycharts or from your local investment representative. You may also request this information by writing to Morgan Stanley at 1585 Broadway, (Attention: Equity Research Management), New York, NY, 10036 USA.

October 31, 2007

Shanghai Jin Jiang International Hotel

Stock Price, Price Target and Rating History (See Rating Definitions)

Shanghai Jin Jiang International Hotel (900934.SS) - As of 10/28/07 in USD
Industry : China Mid Cap



Stock Rating History: 6/13/07 : NA; 9/14/07 : 0/NR

Price Target History: 9/14/07 : 2.2

Source: Morgan Stanley Research Date Format : MM/DD/YY Price Target -- No Price Target Assigned (NA)
Stock Price (Not Covered by Current Analyst) — Stock Price (Covered by Current Analyst) —
Stock Ratings abbreviated as below (Effective 3/18/02, ratings appear as Stock Ratings/Industry View) ♦
Stock Ratings as of 3/18/02: Overweight (O) Equal-weight (E) Underweight (U) More Volatile (V) No Rating Available (NAU)
Stock Ratings prior to 3/18/02: Strong Buy (SB) Outperform (OP) Neutral (N) Underperform (UP) No Rating Available (NAU)
Industry View: Attractive (A) In-line (I) Cautious (C) No Rating (NR)

Other Important Disclosures

For a discussion, if applicable, of the valuation methods used to determine the price targets included in Morgan Stanley Research, and the risks related to achieving these targets, please refer to the latest relevant published research on these stocks. Research is available through your sales representative or on Client Link at www.morganstanley.com and other electronic systems.

Morgan Stanley Research does not provide individually tailored investment advice. Morgan Stanley Research has been prepared without regard to the individual financial circumstances and objectives of persons who receive it. The securities/instruments discussed in Morgan Stanley Research may not be suitable for all investors. Morgan Stanley recommends that investors independently evaluate particular investments and strategies, and encourages investors to seek the advice of a financial adviser. The appropriateness of a particular investment or strategy will depend on an investor's individual circumstances and objectives. The securities, instruments, or strategies discussed in Morgan Stanley Research may not be suitable for all investors, and certain investors may not be eligible to purchase or participate in some or all of them.

Morgan Stanley Research is not an offer to buy or sell or the solicitation of an offer to buy or sell any security/instrument or to participate in any particular trading strategy. The "Important US Regulatory Disclosures on Subject Companies" section in Morgan Stanley Research lists all companies mentioned where Morgan Stanley owns 1% or more of a class of common securities of the companies. For all other companies mentioned in Morgan Stanley Research, Morgan Stanley may have an investment of less than 1% in securities or derivatives of securities of companies and may trade them in ways different from those discussed in Morgan Stanley Research. Employees of Morgan Stanley not involved in the preparation of Morgan Stanley Research may have investments in securities or derivatives of securities of companies mentioned and may trade them in ways different from those discussed in Morgan Stanley Research. Derivatives may be issued by Morgan Stanley or associated persons.

Morgan Stanley and its affiliate companies do business that relates to companies/instruments covered in Morgan Stanley Research, including market making and specialized trading, risk arbitrage and other proprietary trading, fund management, commercial banking, extension of credit, investment services and investment banking. Morgan Stanley sells to and buys from customers the securities/instruments of companies covered in Morgan Stanley Research on a principal basis.

With the exception of information regarding Morgan Stanley, research prepared by Morgan Stanley Research personnel are based on public information. Morgan Stanley makes every effort to use reliable, comprehensive information, but we make no representation that it is accurate or complete. We have no obligation to tell you when opinions or information in Morgan Stanley Research change apart from when we intend to discontinue research coverage of a subject company. Facts and views presented in Morgan Stanley Research have not been reviewed by, and may not reflect information known to, professionals in other Morgan Stanley business areas, including investment banking personnel.

Morgan Stanley Research personnel conduct site visits from time to time but are prohibited from accepting payment or reimbursement by the company of travel expenses for such visits.

The value of and income from your investments may vary because of changes in interest rates or foreign exchange rates, securities prices or market indexes, operational or financial conditions of companies or other factors. There may be time limitations on the exercise of options or other rights in your securities transactions. Past performance is not necessarily a guide to future performance. Estimates of future performance are based on assumptions that may not be realized. Unless otherwise stated, the cover page provides the closing price on the primary exchange for the subject company's securities/instruments.

October 31, 2007

Shanghai Jin Jiang International Hotel

To our readers in Taiwan: Information on securities/instruments that trade in Taiwan is distributed by Morgan Stanley Taiwan Limited ("MSTL"). Such information is for your reference only. The reader should independently evaluate the investment risks and is solely responsible for their investment decisions. Morgan Stanley Research may not be distributed to the public media or quoted or used by the public media without the express written consent of Morgan Stanley. Information on securities/instruments that do not trade in Taiwan is for informational purposes only and is not to be construed as a recommendation or a solicitation to trade in such securities/instruments. MSTL may not execute transactions for clients in these securities/instruments.

To our readers in Hong Kong: Information is distributed in Hong Kong by and on behalf of, and is attributable to, Morgan Stanley Asia Limited as part of its regulated activities in Hong Kong. If you have any queries concerning Morgan Stanley Research, please contact our Hong Kong sales representatives.

Certain information in Morgan Stanley Research was sourced by employees of the Shanghai Representative Office of Morgan Stanley Asia Limited for the use of Morgan Stanley Asia Limited.

Morgan Stanley Research is disseminated in Japan by Morgan Stanley Japan Securities Co., Ltd.; in Hong Kong by Morgan Stanley Asia Limited (which accepts responsibility for its contents); in Singapore by Morgan Stanley Asia (Singapore) Pte. (Registration number 199206298Z) and/or Morgan Stanley Asia (Singapore) Securities Pte Ltd (Registration number 200008434H), regulated by the Monetary Authority of Singapore, which accepts responsibility for its contents; in Australia by Morgan Stanley Australia Limited A.B.N. 67 003 734 576, holder of Australian financial services licence No. 233742, which accepts responsibility for its contents; in Korea by Morgan Stanley & Co International plc, Seoul Branch; in India by Morgan Stanley India Company Private Limited; in Canada by Morgan Stanley Canada Limited, which has approved of, and has agreed to take responsibility for, the contents of Morgan Stanley Research in Canada; in Germany by Morgan Stanley Bank AG, Frankfurt am Main, regulated by Bundesanstalt fuer Finanzdienstleistungsaufsicht (BaFin); in Spain by Morgan Stanley, S.V., S.A., a Morgan Stanley group company, which is supervised by the Spanish Securities Markets Commission (CNMV) and states that Morgan Stanley Research has been written and distributed in accordance with the rules of conduct applicable to financial research as established under Spanish regulations; in the United States by Morgan Stanley & Co. Incorporated, which accepts responsibility for its contents. Morgan Stanley & Co. International plc, authorized and regulated by Financial Services Authority, disseminates in the UK research that it has prepared, and approves solely for the purposes of section 21 of the Financial Services and Markets Act 2000, research which has been prepared by any of its affiliates. Private U.K. investors should obtain the advice of their Morgan Stanley & Co. International plc representative about the investments concerned. In Australia, Morgan Stanley Research and any access to it, is intended only for "wholesale clients" within the meaning of the Australian Corporations Act.

The information in Morgan Stanley Research is being communicated by Morgan Stanley & Co. International plc (DIFC Branch), regulated by the Dubai Financial Services Authority (the DFSA), and is directed at wholesale customers only, as defined by the DFSA. This research will only be made available to a wholesale customer who we are satisfied meets the regulatory criteria to be a client.

The information in Morgan Stanley Research is being communicated by Morgan Stanley & Co. International plc (QFC Branch), regulated by the Qatar Financial Centre Regulatory Authority (the QFCRA), and is directed at business customers and market counterparties only and is not intended for Retail Customers as defined by the QFCRA.

The trademarks and service marks contained in Morgan Stanley Research are the property of their respective owners. Third-party data providers make no warranties or representations of any kind relating to the accuracy, completeness, or timeliness of the data they provide and shall not have liability for any damages of any kind relating to such data. The Global Industry Classification Standard ("GICS") was developed by and is the exclusive property of MSCI and S&P.

Morgan Stanley has based its projections, opinions, forecasts and trading strategies regarding the MSCI Country Index Series solely on publicly available information. MSCI has not reviewed, approved or endorsed the projections, opinions, forecasts and trading strategies contained herein. Morgan Stanley has no influence on or control over MSCI's index compilation decisions.

Morgan Stanley Research, or any portion hereof may not be reprinted, sold or redistributed without the written consent of Morgan Stanley.

Morgan Stanley Research is disseminated and available primarily electronically, and, in some cases, in printed form.

Additional information on recommended securities/instruments is available on request.

The Americas

1585 Broadway
New York, NY 10036-8293
United States
Tel: +1 (1) 212 761 4000

Europe

25 Cabot Square, Canary Wharf
London E14 4QA
United Kingdom
Tel: +44 (0) 20 7 425 8000

Japan

4-20-3 Ebisu, Shibuya-ku
Tokyo 150-6008
Japan
Tel: +81 (0) 3 5424 5000

Asia/Pacific

Three Exchange Square
Central
Hong Kong
Tel: +852 2848 5200

Industry Coverage: China Mid Cap

Company (Ticker)	Rating (as of)	Price (10/30/2007)
Lin He		
Huangshan Tourism Development Co., Ltd. (600054.SS)	E (06/27/2007)	Rmb22.97
Shanghai Jin Jiang International Hotel (900934.SS)	O (09/14/2007)	US\$1.79

Stock Ratings are subject to change. Please see latest research for each company.