

2012

2012 August Newsletter

China SCE Property Holdings Limited

HKEx Stock Code: 1966.HK China Top 100 Real Estate Developers

China SCE Property Holdings Limited ("China SCE Property" or the "Company") is an integrated property developer dedicated to the pursuit of excellent quality. Headquartered in Xiamen, the Company is principally engaged in real estate development, property investment and property management. On 5 February 2010, the Company listed successfully on the Main Board of the Hong Kong Stock Exchange. Leveraging on South China Group's diversified capacity and with the implementation of the headquarter-driven centralized management system, China SCE Property carries out a nation-wide development strategy focusing on the West Taiwan Strait Economic Zone, Bohai Rim Economic Zone and Pearl River Delta Economic Zone.

Latest News

Announcement of 2012 Interim Results

On 20 August 2012, China SCE Property announced its interim results for the six months ended 30 June 2012. For the six months ended 30 June 2012, the Group's revenue and gross profit reached approximately RMB836 million and RMB358 million respectively, surged by 695% and 558% as compared with the same period last year respectively. Profit attributable to owners of the parent amounted to approximately RMB200 million.

Launch of Fortune Plaza • World City

Fortune Plaza • World City was officially launched on 25 August 2012. The first batch of retail units on the Fortune Golden Avenue has enjoyed an enthusiastic response from the market. More than 80% of the 170 retail units launched were subscribed as at 31 August 2012.



Fortune Plaza•World City is the Phase 3 of Fortune Plaza, a large-scale urban complex in eastern Quanzhou. It covers a land area of approximately 100,000 sq.m., with a total planned GFA of approximately 320,000 sq.m. The project comprises a shopping mall, the Fortune Golden Avenue and furnished SOHO units.

Additional Residential Units of Sunshine City Sold Out Again

Following its successful sold-out launch of the first batch of 604 units in July 2012, Sunshine City offered three additional residential buildings to the market on 19 August 2012. Once again, it received an overwhelming market response, with all of the 276 units selling out quickly. The average selling price this time was approximately RMB9,200 per sq.m., up 6% compared with that of the first batch of units launched. A total subscription amount of approximately RMB700 million was achieved as at 31 August 2012.

Sunshine City is conveniently accessible to public transportation. It is adjacent to High-speed Railway North Station in Jimei District, Xiamen City, and is soon to be the first station of Xiamen Metro Line 1. The project comprises 14 residential buildings, mainly two-bedroom and three-bedroom units ranging from 70 sq.m. to 110 sq.m., with a total planned GFA of approximately 143,000 sq.m.

Latest News

Acquisition of Land Parcels in Shishi City

On 17 August 2012, China SCE Property won the bid for two parcels of land for commercial and residential development in the urban area of Shishi City at a consideration of approximately RMB623 million.

The land parcels are located in the core area of Shishi City, covering a land area of 42,612 sq.m., with a planned GFA of 297,529 sq.m. The proportion of commercial and residential use of this project will be approximately 7:3, and it is planned to be developed into an urban complex in Shishi City.

Latest News

Sales Update

In August 2012, the Group realized a contract sales amount of approximately RMB631 million, while the contract sales area was 56,899 sq.m., representing an increase of 59% and 40% y-o-y respectively. The Group realized a contract sales amount of approximately RMB3.577 billion and a contract sales area of 406,949 sq.m. for the eight months ended 31 August 2012, representing a decrease of 1% and 1% over the same period of last year respectively. The accumulated contract sales amount reached 89% of the annual sales target of RMB4 billion.

Land Bank

As at 31 August 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.27 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.70 million sq.m.), including a planned GFA of approximately 0.42 million sq.m. for which master agreement has been entered into but the public tender process had not been completed.

Project Development Information

Projects Under Development (As at 31 August 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza•Royal Terrace	Quanzhou	High-rise and low-density residential	58	202, 129
Fortune Plaza•World City	Quanzhou	Commercial	58	317, 036
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267, 676
Purple Lake International Golf Villa (Phase 1)	Quanzhou	Low-density residential	49	62, 217
Sunshine Mansion	Quanzhou	Residential and commercial	80	300, 641
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160, 792
The Regent	Xiamen	High-rise and low-density residential	60	66, 084
Sunshine City	Xiamen	Residential and commercial	100	143, 000
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	100	20, 895
Sapphire Villa (Phase 1)	Tangshan	Low-density residential	100	64, 911
Royal Spring City · Spring Villa	Anshan	Residential and commercial	70	168, 729
Total				1,774,110

Project Development Information

Projects Held for Future Development (As at 31 August 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500, 785
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220, 229
Purple Lake International Golf Villa (Phase 2)	Quanzhou	High-rise and low-density residential	49	60, 982
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 095, 608
International Finance Center	Quanzhou	Residential and commercial	34	405, 000
Nan'an World City	Quanzhou	Residential and commercial	80	660, 000
Shishi Project	Quanzhou	Residential and commercial	60	297, 529
The Prestige	Xiamen	Residential	65	89, 244
Sapphire Boomtown (Phases 2,3 & 4)	Zhangzhou	Residential and commercial	100	371, 721
Beijing Project	Beijing	Residential and commercial	100	38, 195
Royal Spring City (Except Phase 1)	Anshan	Residential and commercial	70	1, 645, 139
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485, 878
Total				5,870,310

Note: Projects held for future development do not include the project for which master agreement had been entered but had not gone through any public tender process.

Investment Properties (As at 31 August 2012)

Project Name	City	Type of Property	Total GFA (sq.m.)
Beijing World City	Beijing	Commercial	32, 312
Green Lake Mansion	Xiamen	Commercial	937
SCE Building	Xiamen	Office	42, 970
Total			76,219

Stock Information (As at 31 August 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.56	HK\$1.40-HK\$1.94	HK\$4.451 billion	2.8532 billion shares



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