

2013

2013 **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 Stock Exchange of Hong Kong Limited. 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, the Bohai Rim Economic Zone and the Pearl River Delta Economic Zone.

Latest News



Scan this QR Code or search
"SCE1966HK" in WeChat for
the latest Company information

Sales Overview

In August 2013, the Group and its jointly-controlled entities realized a contracted sales amount of approximately RMB778 million and a contracted sales area of 81,514 sq.m., representing a year-on-year increase of 23% and 43% respectively. The Group realized a contracted sales amount of approximately RMB6.967 billion and a contracted sales area of 588,628 sq.m. for the eight months ended 31 August 2013, representing a sharp increase of 95% and 45% over the same period of last year, respectively. The accumulated contracted sales amount accounted for approximately 93% of the annual sales target (RMB7.5 billion).

Land Bank

As at 31 August 2013, the Group owned a land bank with an aggregate planned GFA of approximately 9.58 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.68 million sq.m.).

Announcement of 2013 Interim Results

On 14 August 2013, China SCE Property announced its interim results for the six months ended 30 June 2013. For the six months ended 30 June 2013, the Group recorded a revenue of approximately RMB3,723 million and a gross profit of approximately RMB1,236 million, surged by approximately 3.5 times and 2.5 times respectively as compared with the same period of last year. Profit attributable to owners of the parent amounted to approximately RMB498 million, representing a year-on-year increase of approximately 1.5 times.

The board of directors has resolved to declare an interim dividend of HK6 cents per ordinary share for the six months ended 30 June 2013 and to propose a bonus issue of two bonus shares for every 10 existing ordinary shares held.

Mr. Wong Chiu Yeung, Chairman of the Board of Directors, Increases His Shareholding of China SCE Property (1966.HK)

On 19 and 20 August 2013, Mr. Wong Chiu Yeung, Chairman of the board of directors of the Company, acquired 2 million ordinary shares at the price range of HK\$1.99 to HK\$2.05 per share, underscoring the major shareholder's strong confidence in the future development of the Company.

Latest News

Sapphire Boomtown in Longyan Officially Opened to the Public

Sapphire Boomtown in Longyan officially opened its grand clubhouse, marketing center and show flats to the public in August 2013, which attracted the attention of many potential customers as well as the media. Sapphire Boomtown is located in Xinluo District of Longyan with a site area of approximately 70,000 sq.m. and a total planned GFA of approximately 270,000 sq.m. It comprises 18 high-rise residential buildings and is expected to be launched for sale in September 2013.



Marketing Center and Show Flats of SCE Mall in Shishi Officially Opened to the Public

SCE Mall in Shishi opened its marketing center and show flats to the public in August 2013, which has won praise from various visitors. The project is located in the core area of Shishi at the intersection of Zhenzhong Road and Xinhua Road with a total planned GFA of approximately 300,000 sq.m. The project is to be developed into an urban complex integrating residential buildings, commercial facilities and office spaces and is expected to be launched for sale during the fourth quarter of 2013.



Awarded "The Most Trustworthy Brand in China in 2013" at the Boao Real Estate Forum

China SCE Property was honored as "The Most Trustworthy Brand in China in 2013" (2013中国最具诚信价值品牌) at the award presentation ceremony of "China Real Estate Fashion Awards" (中国地产风尚大奖) at the Boao Real Estate Forum 2013 held on 14 August 2013. The Company has become the only winner of this award from Fujian Province.

The Boao Real Estate Forum, the most authoritative and influential forum in China's property sector, has been annually organized for 12 years. By winning the award on this occasion, China SCE Property has once again achieved recognition from the property sector.



Project Development Information

Projects Under Development (As at 31 August 2013)

| Project Name | City | Type of Property | Group's Equity Interest (%) | Total Planned GFA (sq.m.) |
|---------------------------------------|-----------|----------------------------|-----------------------------|---------------------------|
| Fortune Plaza • World City | Quanzhou | Commercial | 58 | 301,460 |
| Fortune Plaza • Marina Bay | Quanzhou | Residential and commercial | 58 | 233,151 |
| The Regent | Quanzhou | Residential and commercial | 34 | 256,196 |
| Gold Coast (Phase 1 Part A) | Quanzhou | Residential | 45 | 83,828 |
| Sunshine Town (Phase 2) | Quanzhou | Residential and commercial | 100 | 220,229 |
| Sunshine City | Xiamen | Residential and commercial | 100 | 143,000 |
| The Prestige | Xiamen | Residential | 65 | 89,244 |
| Sapphire Boomtown (Phase 2) | Zhangzhou | Residential and commercial | 100 | 163,033 |
| Sapphire Boomtown | Longyan | Residential | 100 | 267,240 |
| Royal Spring City • Spring Villa | Anshan | Residential and commercial | 70 | 168,729 |
| SCE International Community (Phase 2) | Linfen | Residential and commercial | 100 | 55,674 |
| Total | | | | 1,981,784 |

Investment Properties (As at 31 August 2013)

| 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 |
| Sapphire Peninsula | Quanzhou | Commercial | 7,440 |
| Total | | | 83,659 |

Disclaimer:

This newsletter provides the investors with unaudited financial data. As a result, it is for reference only.

Project Development Information

Projects Held for Future Development (As at 31 August 2013)

| Project Name | City | Type of Property | Group's Equity Interest (%) | Total Planned GFA (sq.m.) |
|---|-----------|--|-----------------------------|---------------------------|
| Fortune Plaza • Imperial Terrace | Quanzhou | Residential, commercial, office and hotel | 58 | 267,634 |
| 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 | Commercial | 34 | 148,804 |
| Nan'an World City | Quanzhou | Residential and commercial | 80 | 660,000 |
| SCE Mall | Quanzhou | Residential and commercial | 60 | 297,529 |
| Sunshine City | Quanzhou | Residential and commercial | 100 | 137,902 |
| The Prestige | Quanzhou | Residential and commercial | 100 | 111,972 |
| Sunshine Park | Quanzhou | Residential and commercial | 51 | 232,643 |
| Licheng Project | Quanzhou | Residential and commercial | 60 | 290,000 |
| Sapphire Boomtown (Phases 3 & 4) | Zhangzhou | Residential and commercial | 100 | 208,688 |
| Sunshine City | Zhangzhou | Residential and commercial | 70 | 429,316 |
| Sapphire Boomtown | Nanchang | Residential and commercial | 100 | 310,000 |
| Sunshine City (Phase 1) | Shenzhen | Residential and commercial | 63 | 268,331 |
| Beijing Project | Beijing | Office and commercial | 100 | 38,195 |
| Royal Spring City (Except Phase 1) | Anshan | Residential and commercial | 70 | 1,645,139 |
| SCE International Community (Except Phases 1 & 2) | Linfen | Residential and commercial | 100 | 430,204 |
| Sapphire Boomtown | Langfang | Residential and commercial | 55 | 424,777 |
| Total | | | | 6,996,742 |

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.

Disclaimer:

This newsletter provides the investors with unaudited financial data. As a result, it is for reference only.

Stock Information (As at 30 August 2013)

| Price per Share (Closing) | 52-week Range | Market Capitalization | Total Number of Shares |
|---------------------------|-------------------|-----------------------|------------------------|
| HK\$2.00 | HK\$1.54-HK\$2.10 | HK\$5.706 billion | 2.8532 billion shares |



Investor Relations Contact

China SCE Property Holdings Limited

Mr. Paul Li-Financial Controller
& Company Secretary
Tel: 852-2191 3960
Fax: 852-2342 6643
Email: paulli@sce-re.com

Ms. Sophie Huang-Investor
Relations Manager
Tel: 86-592-572 1879
Fax: 86-592-572 1855
Email: huangsf@sce-re.com
ir@sce-re.com

Strategic Financial Relations Limited

Ms. Brenda Chan-Assistant Director
Tel: 852-2864 4833
Fax: 852-2804 2789
Email: brenda.chan@sprg.com.hk

Disclaimer:

This newsletter provides the investors with unaudited financial data. As a result, it is for reference only.