

2016 August Newsletter

China SCE Property Holdings Limited

HKEx Stock Code:1966.HK Best 50 of China Real Estate Developers



China SCE Property Holdings Limited ("China SCE" or the "Company") was established in 1996 and listed on the Main Board of The Stock Exchange of Hong Kong Limited in February 2010. The Group's major businesses include investment holding, property development, property investment and property management. The Company is dual-headquartered in Xiamen and Shanghai for its business operations, while implementing regional development strategy focusing on the first- and second-tier cities in the Yangtze River Delta Economic Zone, the Bohai Rim Economic Zone, the Pearl River Delta Economic Zone and the West Taiwan Strait Economic Zone.



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Latest News

Sales Overview

In August 2016, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.209 billion and a contracted sales area of 95,286 sq.m., representing a year-on-year increase of 1% and 22%, respectively. The average selling price for August 2016 was RMB12,691 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB14.684 billion and an accumulated contracted sales area of 944,714 sq.m. for the eight months ended 31 August 2016, representing a year-on-year increase of 84% and 15%, respectively. The average selling price for the eight months ended 31 August 2016 was RMB15,543 per sq.m..

Land Bank

As at 31 August 2016, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 8.59 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.18 million sq.m.).

2016 Interim Results Announcement

On 9 August 2016, China SCE announced its interim results for the six months ended 30 June 2016.

For the six months ended 30 June 2016, the Group's contracted sales amount surged by 119.5% to approximately RMB11.882 billion. It recorded a revenue of approximately RMB5.795 billion for the period. Profit for the period was approximately RMB884 million. Profit attributable to owners of the parent amounted to approximately RMB631 million. Earnings per share was RMB18.4 cents. Gross profit and core profit margin were 25.7% and 12.3%, respectively. The Board resolved not to distribute any interim dividend for 2016.

Successful Bid for a Premium Residential Land Parcel in Shanghai

On 17 August 2016, the Company made a successful bid for a parcel of quality residential land in Shanghai at a total consideration of RMB600 million. It is located on the north side of Xunan Road, Xujing Town, Qingpu District, Shanghai. The project occupies a site area of approximately 8,300 sq.m. with an above-ground buildable area of approximately 13,300 sq.m.. It is to be developed into a low-density residential community.

Xiamen Zhongjun Ranked within the Top 10 among the 2016 "Top 100 Enterprises in Xiamen"

On 25 August 2016, the result of the 2016 "Top 100 Enterprises in Xiamen" was announced. Xiamen Zhongjun Industrial Co., Ltd. ("Xiamen Zhongjun"), a wholly-owned subsidiary of the Company, ranked the ninth on the list and the seventh among the 2016 "Top 10 Enterprises of the Service Industry in Xiamen", respectively.

The "Top 100 Enterprises in Xiamen" is a campaign held by Xiamen Enterprises and Entrepreneurs Association. The campaign assesses comprehensive capabilities and current development of enterprises in Xiamen on a fair and objective basis, thereby attracting attention and gaining credibility from various business sectors and the community of Xiamen. Starting from 2011, Xiamen Zhongjun has been included in the list for six consecutive years, ranking among the top positions.

Project Development Information

Projects Under Development (As at 31 August 2016)

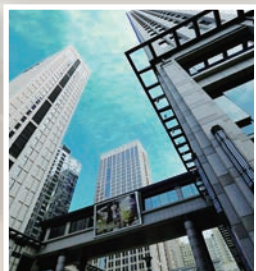
Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	78,402
SCE Plaza (Phase 1)	Shanghai	Office and retail shops	50	219,650
SCE Plaza (Phase 2)	Shanghai	SOHO apartments	50	42,255
Marina Bay	Shanghai	High-rise residential and villas	100	130,781
Sky Horizon	Shanghai	High-rise residential, SOHO apartments and retail shops	100	47,325
The Royal Bay	Shanghai	Villas and retail shops	100	94,940
Sunshine City (Phase 2)	Shenzhen	High-rise residential and retail shops	82	72,754
Marina Bay	Tianjin	Low-rise residential and villas	100	153,504
Haicang Vanke Dream Town (Phases 3-4)	Xiamen	High-rise residential and retail shops	12	253,175
Uptown	Nanchang	High-rise residential, SOHO apartments, LOFT apartments and retail shops	100	214,680
SCE Plaza	Quanzhou	High-rise residential, SOHO apartments, office and retail shops	100	253,926
Gold Coast (Phase 1) (Partial)	Quanzhou	High-rise residential and retail shops	45	124,276
SCE Mall (Shishi) (Phase 2)	Quanzhou	High-rise residential, SOHO apartments and retail shops	60	142,978
Sunshine Park (Phase 2)	Quanzhou	High-rise residential and retail shops	51	129,613
Sapphire Residences	Quanzhou	High-rise residential and retail shops	100	163,885
Purple Lake International Golf Villa (Partial)	Quanzhou	Low-rise residential and villas	49	28,808
Sapphire Boomtown (Phase 3) (Partial)	Zhangzhou	High-rise residential	100	26,038
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	85	180,239
Sunshine City (Phase 3)	Zhangzhou	High-rise residential and retail shops	75	160,137
Sunshine City (Phase 2)	Yanjiao	High-rise residential and retail shops	55	181,957
SCE International Community (Phase 4)	Linfen	High-rise residential and retail shops	70	173,003
Total				2,872,326

Disclaimer:

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

Stock Information (As at 31 August 2016)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.85	HK\$1.48-HK\$1.91	HK\$6.334 billion	3.42384 billion shares



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