

2013

2013 **December** 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

Sales Overview

In December 2013, the Group and its jointly-controlled entities realized a contracted sales amount of approximately RMB645 million and a contracted sales area of 61,238 sq.m., representing a year-on-year decrease of 20% and 33%, respectively. The Group and its jointly-controlled entities realized a contracted sales amount of approximately RMB10.819 billion and a contracted sales area of 1,017,708 sq.m. for the year ended 31 December 2013, representing a sharp increase of 80% and 52% over last year, respectively. The achieved contracted sales amount of the year exceeds approximately 44% of the annual sales target (RMB7.5 billion).

Land Bank

As at 31 December 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 6.77 million sq.m.).

Successful Bid for Residential-cum-commercial Land Parcel in Putuo District, Shanghai

On 18 December 2013, a wholly-owned subsidiary of the Company won a bid for a residential-cum-commercial land parcel in Putuo District, Shanghai at a total consideration of RMB1.53 billion, with an accommodation value of RMB27,195 per sq.m. This marks the Group's enhanced pace of development in the Yangtze River Delta. The land parcel is located in the core area of Shanghai. It will be developed into a high-end fine-furnished residential community with a saleable floor area of approximately 56,000 sq.m.

Phase 1 of Sunshine City in Zhangzhou Launched with Enthusiastic Market Response

Phase 1 of Sunshine City in Zhangzhou was officially launched to the market on 14 December 2013. Owing to the impressive response from customers, additional units were made available to the market on 28 December, offering a total of 962 residential units. More than 90% of them were subscribed, generating a total subscription amount of approximately RMB570 million.

Located in the core area of the Taiwanese Investment Zone in Zhangzhou, the project enjoys a convenient transportation network, connecting Xiamen in the east and Zhangzhou downtown in the west. The whole project occupies a total site area of approximately 120,000 sq.m. with a planned GFA of approximately 430,000 sq.m., and will be developed into two phases.



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Latest News

The Prestige in Shishi Launched for Sale

The Prestige in Shishi was officially launched for sale on 7 December 2013, attracting enthusiastic attention from customers. Approximately 60% of the offered 275 residential units were subscribed in December. The Prestige is located in the south of Baodao Road, a core area in downtown of Shishi. It has a total planned GFA of approximately 110,000 sq.m. and will comprise 6 high-rise residential buildings and ancillary commercial facilities.



Parkview Bay in Nan'an Launched for Sale

On 28 December 2013, Parkview Bay in Nan'an was officially launched to the market with 273 residential units made available. Of the offered residential units, approximately 70% were subscribed. Parkview Bay is the phase 1 of a large urban complex, Nan'an World City. It is located in the northwest of the intersection of Jiangbei Road and Meilin Road in the new city area of Nan'an, and offers a spectacular view overlooking the West River in the city. The project has a total planned GFA of approximately 220,000 sq.m., and will comprise 18 high-rise residential buildings and ancillary commercial facilities.



Commencement of Construction of Phase 1 of Sunshine City in Shenzhen

Phase 1 of Sunshine City in Shenzhen obtained its construction permit in December 2013, marking the official commencement of its construction. Sunshine City is located in Longgang District of Shenzhen, the northwest side of the cross of Shenzhen-Shantou Highway and Shenzhen-Shantou Expressway. The whole project covers a site area of approximately 95,000 sq.m., and will be developed into a large-scale residential community in Longgang District. Phase 1 occupies a site area of approximately 55,000 sq.m., with a planned GFA of approximately 270,000 sq.m.

A Credit Limit of RMB5 Billion Granted by Agricultural Bank of China, Xiamen Branch

On 20 December 2013, South China Group signed a strategic cooperative agreement with Agricultural Bank of China, Xiamen Branch, marking a closer and more important cooperative relationship between the two parties.

According to the cooperative agreement, Agricultural Bank of China, Xiamen Branch will provide an intentional credit limit of up to RMB5 billion to South China Group over the next three years based on the capital needs and financial position of the Group.



Project Development Information

Projects Under Development (As at 31 December 2013)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza • Marina Bay	Quanzhou	Residential and commercial	58	233,151
The Regent	Quanzhou	Residential and commercial	34	256,196
Gold Coast (Phase 1)	Quanzhou	Residential	45	287,744
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220,229
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
Nan'an World City • Parkview Bay	Quanzhou	Residential and commercial	80	215,332
Sunshine Park	Quanzhou	Residential and commercial	51	232,643
The Prestige (High-rise portion)	Xiamen	Residential	65	71,236
Sapphire Boomtown (Phase 2)	Zhangzhou	Residential and commercial	100	163,033
Sunshine City (Phase 1 Part A)	Zhangzhou	Residential and Commercial	70	130,742
Sapphire Boomtown	Longyan	Residential	100	267,240
Sunshine City (Phase 1)	Shenzhen	Residential and Commercial	63	268,331
Royal Spring City • Spring Villa (Except Zone A)	Anshan	Residential and commercial	70	127,759
SCE International Community (Phase 2)	Linfen	Residential and commercial	100	55,674
Total				3,076,713

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 December 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 (Except Phase 1)	Quanzhou	Residential, commercial and tourism related integrated development	45	891,692
International Finance Center	Quanzhou	Commercial	34	148,804
Nan'an World City (Except Parkview Bay)	Quanzhou	Residential and commercial	80	444,668
SCE Mall	Quanzhou	Residential and commercial	60	290,000
Jinjiang Project	Quanzhou	Residential and commercial	100	166,853
Sapphire Boomtown (Phases 3 & 4)	Zhangzhou	Residential and commercial	100	208,688
Sunshine City (Phase 1 Part B, Phase 2)	Zhangzhou	Residential and commercial	70	298,574
Sapphire Boomtown	Nanchang	Residential and commercial	100	310,000
Putuo Project	Shanghai	Residential and commercial	100	77,628
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
Sunshine City	Langfang	Residential and commercial	55	424,777
Total				5,642,856

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.

Completed Investment Properties (As at 31 December 2013)

Project Name	City	Type of Property	Total GFA (sq.m.)
Beijing World City	Beijing	Commercial	31,337
Green Lake Mansion	Xiamen	Commercial	937
SCE Building	Xiamen	Office	38,277
Sapphire Peninsula	Quanzhou	Commercial	7,440
Fortune Plaza • World City	Quanzhou	Commercial	166,612
Total			244,603

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Stock Information (As at 31 December 2013)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.85	HK\$1.38-HK\$1.88	HK\$6.334 billion	3.42384 billion shares



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