

2014 January 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, the Yangtze River Delta Economic Zone and the Pearl River Delta Economic Zone.



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Latest News

Sales Overview

In January 2014, the Group and its jointly-controlled entities achieved a contracted sales amount of approximately RMB1.024 billion and a contracted sales area of 94,422 sq.m., representing a year-on-year sharp increase of 142% and 104%, respectively. The average selling price for January 2014 was RMB10,846 per sq.m.

Land Bank

As at 31 January 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.94 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 7.06 million sq.m.).

Secures US\$27 Million and HK\$500 Million Fixed-term Credit Facility

The Company has signed a term loan facility agreement with a syndicate of banks on 3 January 2014. Pursuant to the agreement, the banks have agreed to grant an US\$27 million and HK\$500 million dual tranche term loan to the Company. The loan will be used to finance repayment of certain existing indebtedness, land acquisition and general corporate funding of the Group. The credit facility is for a term of three years commencing from the date of the facility agreement with an annual interest rate of LIBOR/HIBOR+5%, and is guaranteed by certain subsidiaries of the Company.

Successful Bid for a Residential-cum-Commercial Land Parcel in Quanzhou

On 20 January 2014, a wholly-owned subsidiary of the Company won a bid for a residential-cum-commercial land parcel in Quanzhou at a total consideration of RMB618 million. As stipulated in the auction document, all of the residential units of the project are to be repurchased by the local government.

Located east of Pingshan Road, Yunshan area, Fengze District and neighboring Fengze Government, the land parcel enjoys comprehensive amenities and easy accessibility. The project covers a site area of approximately 46,000 sq.m. with a planned GFA of approximately 254,000 sq.m. It will be developed into a complex with a project name of "SCE Mall".

Disclaimer:

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Latest News

Successful Bid for a Residential-cum-Commercial Land Parcel in Jinjiang, Quanzhou

On 23 January 2014, a joint venture of the Company won the bid for a residential-cum-commercial land parcel in Jinjiang, Quanzhou at a total consideration of approximately RMB210 million. The Company owns 51% equity interest of this project.

The land parcel enjoys superb transportation convenience as it is located at the southern side of Fengchi Road in Chengbei area, Jinjiang and near Citong Bridge. The project occupies a site area of approximately 27,000 sq.m. with a planned GFA of approximately 134,000 sq.m. It will be developed as Phase 2 of Sunshine Park.

Commencement of Construction of Sapphire Boomtown in Nanchang

Sapphire Boomtown in Nanchang, Jiangxi Province obtained its construction permit on 14 January 2014, marking the official commencement of its construction.

Located in High-tech Development Zone of Nanchang, Sapphire Boomtown is adjacent to Ziyang Avenue Station of Nanchang Metro Line 1. The project has a planned GFA of approximately 300,000 sq.m. and will comprise high-rise residential buildings, villas and ancillary commercial facilities. It will be launched for pre-sale in the second quarter of 2014.



Earns Three Awards on "Real Estate Honor List in West Taiwan Strait Economic Zone (China)"

The award presentation ceremony of the "2013 Real Estate Honor List in West Taiwan Strait Economic Zone (China)" was held in Xiamen on 11 January 2014. China SCE Property was again honored as the "Leading Real Estate Enterprise in West Taiwan Strait Economic Zone".

Moreover, Mr. Wong Chiu Yeung, Chairman of the board of directors of South China Group, was named as the "Excellent National Real Estate Entrepreneur" and The Prestige, the Group's project in Xiamen, was selected as one of the "Top Ten Luxury Residential Properties in West Taiwan Strait Economic Zone".

Such event is organized by the China Real Estate Chamber of Commerce Association and the China Main Stream Real Estate Media Promotion Association. The winners are assessed by the organizing committee, affiliated organizations and authoritative experts based on 40 indices including scale of the company, risk management and profitability with open, fair and just principles.

Captures Two Major Awards at the "New Vision Summit 2014 by Focus.cn"

Sohu organized the "New Vision Summit 2014 by Focus.cn" award presentation ceremony on 16 January 2014 in Beijing. China SCE Property garnered the "Most Influential Brand" and Sunshine City located in Yanjiao of Langfang was named as the "Most Valuable Property in the Region".

"New Vision Summit by Focus.cn" is one of Sohu's most significant branding activities as well as an annual signature event for China's property industry.



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Project Development Information

Projects Under Development (As at 31 January 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268,331
The Prestige (High-rise Portion)	Xiamen	High-rise residential	65	71,236
Sapphire Boomtown	Nanchang	High-rise residential, villas and retail shops	100	301,225
Fortune Plaza • Marina Bay	Quanzhou	High-rise residential and retail shops	58	233,151
The Regent	Quanzhou	High-rise residential, office and retail shops	34	256,196
Sunshine City	Quanzhou	High-rise residential, SOHO apartments and retail shops	100	137,902
Gold Coast (Phase 1)	Shishi	High-rise residential and SOHO apartments	45	287,744
The Prestige	Shishi	High-rise residential and retail shops	100	111,972
SCE Mall	Shishi	High-rise residential, SOHO apartments, office and retail shops	60	297,529
Sunshine Park (Phase 1)	Jinjiang	High-rise residential and retail shops	51	232,643
Sunshine Town (Phase 2)	Nan'an	High-rise residential and retail shops	100	220,229
World City • Parkview Bay	Nan'an	High-rise residential and retail shops	80	215,332
Sapphire Boomtown (Phase 2)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	163,033
Sunshine City (Phase 1)	Zhangzhou	High-rise residential and retail shops	70	242,820
Sapphire Boomtown	Longyan	High-rise residential	100	267,240
Royal Spring City • Spring Villa (Except Zone A)	Anshan	Villas and retail shops	70	127,759
SCE International Community (Phase 2)	Linfen	High-rise residential and retail shops	100	55,674
Total				3,490,016

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Projects Held for Future Development (As at 31 January 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Beijing Project	Beijing	Office	100	38,195
Putuo District Project	Shanghai	High-rise residential, villas and retail shops	100	77,628
Fortune Plaza • Imperial Terrace	Quanzhou	High-rise residential, SOHO apartments, office, hotel and retail shops	58	267,634
International Finance Center	Quanzhou	High-rise residential, office and retail shops	34	148,804
Licheng District SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	290,000
Fengze District SCE Mall	Quanzhou	High-rise residential and retail shops	100	253,926
Gold Coast (Except Phase 1)	Shishi	Residential, commercial and tourism related integrated development	45	891,692
Yingbin Avenue Project	Jinjiang	High-rise residential and retail shops	100	166,853
Sunshine Park (Phase 2)	Jinjiang	High-rise residential and retail shops	51	134,264
World City (Except Parkview Bay)	Nan'an	SOHO apartments, office, shopping mall and retail shops	80	444,668
Sapphire Boomtown (Phases 3 & 4)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	208,688
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	70	186,496
Sunshine City	Langfang	High-rise residential and retail shops	55	424,777
Royal Spring City (Except Phase 1)	Anshan	High-rise residential, SOHO apartments, hotel and retail shops	70	1,645,139
SCE International Community (Except Phases 1 & 2)	Linfen	High-rise residential and retail shops	100	430,204
Total				5,608,968

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 January 2014)

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

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Stock Information (As at 30 January 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.71	HK\$1.38-HK\$1.88	HK\$5.855 billion	3.42384 billion shares



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