



# 2013

2013 **July** 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



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the latest Company information

### **Sales Overview**

In July 2013, the Group and its jointly-controlled entities realized a contracted sales amount of approximately RMB1.034 billion, representing a year-on-year growth of 17%. The contracted sales area was 97,361 sq.m., representing a year-on-year decrease of 9%. The Group realized a contracted sales amount of approximately RMB6.189 billion and a contracted sales area of 507,115 sq.m. for the seven months ended 31 July 2013, representing a sharp increase of 110% and 45% over the same period of last year, respectively. The accumulated contracted sales amount accounted for approximately 83% of the annual sales target (RMB7.5 billion).

### **Land Bank**

As at 31 July 2013, the Group owned a land bank with an aggregate planned GFA of approximately 9.97 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.88 million sq.m.).

### **Construction Permit of Fortune Plaza • Marina Bay in Quanzhou Obtained**

Fortune Plaza • Marina Bay in Quanzhou has obtained its construction permit on 9 July 2013. Marina Bay is the Phase 4 of the large-scale urban complex-Fortune Plaza. It has a planned GFA of approximately 230,000 sq.m. and comprises 17 high-rise residential buildings. This project is expected to be launched for sale in August 2013.

### **Construction Permit of Sapphire Boomtown in Longyan Obtained**

Sapphire Boomtown in Longyan has obtained its construction permit on 25 July 2013, marking the official commencement of the construction work of the project. 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.

## Latest News

### ***SCE Mall in Shishi Opened to the Public***

SCE Mall in Shishi was opened to the public on 20 July 2013, which attracted the attention of many potential customers.

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 in the fourth quarter of 2013.



### ***South China Group Ranked among the front of “Top 100 Enterprises in Xiamen” Again***

On 4 July 2013, “Top 100 Enterprises in Xiamen” for 2013 was revealed. South China Group was ranked 14<sup>th</sup> on the list and 5<sup>th</sup> among “Top 10 Enterprises of the Service Industry in Xiamen”.

This annual event is organized by the Xiamen Enterprises and Entrepreneurs Association. The listing captures the attention of both local businesses and the community with its objective evaluation of the overall capabilities and development status of enterprises in Xiamen.

## Project Development Information

### Projects Under Development (As at 31 July 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
<b>Total</b>				<b>1,981,784</b>

### Investment Properties (As at 31 July 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
<b>Total</b>			<b>83,659</b>

**Disclaimer:**

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## Project Development Information

### Projects Held for Future Development (As at 31 July 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
SCE Plaza	Quanzhou	Residential, commercial and office	51	370,115
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
<b>Total</b>				<b>7,366,857</b>

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.

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**Stock Information (As at 31 July 2013)**

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.81	HK\$1.49-HK\$2.10	HK\$5.164 billion	2.8532 billion shares



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