

2014 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 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.



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

Latest News

Sales Overview

In July 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB805 million and a contracted sales area of 83,811 sq.m., representing a year-on-year decrease of 22% and 14%, respectively. The average selling price for July 2014 was RMB9,603 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB6.410 billion and an accumulated contracted sales area of 713,376 sq.m. for the seven months ended 31 July 2014, representing a year-on-year increase of 4% and 41%, respectively. The average selling price for the seven months ended 31 July 2014 was RMB8,985 per sq.m..

Land Bank

As at 31 July 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.69 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.87 million sq.m.).

SCE Mall in Quanzhou Officially Launched for Pre-sale

On 19 July 2014, SCE Mall in Quanzhou was officially launched for pre-sale, generating a keen market interest. A total of 275 high-rise residential units with unit sizes ranging from 65 sq.m. to 100 sq.m. were made available on the debut day. Over 90% of them were subscribed on that day.

Located in Licheng District, Quanzhou, SCE Mall occupies a site area of approximately 70,000 sq.m. with a planned GFA of approximately 250,000 sq.m.. It will be developed into a residential and commercial complex with logistics amenities.



Xiamen Zhongjun Ranked among the Front of "Top 100 Enterprises in Xiamen" for Four Consecutive Years

On 9 July 2014, "Top 100 Enterprises in Xiamen" for 2014 was revealed. Xiamen Zhongjun Industrial Co., Ltd. ("Xiamen Zhongjun"), a wholly-owned subsidiary of the Company, was ranked 13th on the list and 5th 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. Xiamen Zhongjun has been included and ranked top of the list for four consecutive years since 2011.

Project Development Information

Projects Under Development (As at 31 July 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
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
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	251,290
Gold Coast (Phase 1)	Shishi	High-rise residential and SOHO apartments	45	287,744
Gold Coast (Phase 2)	Shishi	SOHO apartments and retail shops	45	77,045
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
Sapphire Residences	Jinjiang	High-rise residential and retail shops	100	163,885
Sunshine Town (Phase 2)	Nan'an	High-rise residential and retail shops	100	220,229
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
Sapphire Boomtown (Phase 3)	Zhangzhou	High-rise residential, SOHO apartments, office and retail shops	100	206,938
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	135,534
SCE International Community (Phase 2)	Linfen	High-rise residential and retail shops	100	55,674
Total				4,125,713

Disclaimer:

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

Projects Held For Future Development (As at 31 July 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Center	Beijing	Office	100	38,195
The Prestige	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
SCE Commercial Center	Quanzhou	High-rise residential and retail shops	100	253,926
Gold Coast (Except Phases 1 & 2)	Shishi	Residential, commercial and tourism related integrated development	45	814,647
Sunshine Park (Phase 2)	Jinjiang	High-rise residential and retail shops	51	134,264
World City	Nan'an	SOHO apartments, office, shopping mall and retail shops	80	444,668
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				4,866,382

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 July 2014)

Project Name	City	Type of Property	Total 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

Disclaimer:

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

Stock Information (As at 31 July 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.58	HK\$1.50-HK\$1.88	HK\$5.410 billion	3.42384 billion shares



Investor Relations Contact

China SCE Property Holdings Limited

Mr. Paul Li-Financial Controller
& Company Secretary
Tel: 852-2191 3960
Mobile: 852-9869 9237
Fax: 852-2342 6643
Email: paulli@sce-re.com

Ms. Sophie Huang-Investor
Relations Manager
Tel: 86-592-572 1879
Mobile: 86-136 9699 8195
Fax: 86-592-572 1855
Email: huangsf@sce-re.com
ir@sce-re.com

Ms. Janie Hui-Assistant Investor
Relations Manager
Tel: 852-2191 3960
Mobile: 852-6535 7140
Fax: 852-2342 6643
Email: janiehui@sce-re.com

Strategic Financial Relations Limited

Ms. Brenda Chan- Account 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.