

2016 July 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 July 2016, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.593 billion and a contracted sales area of 113,552 sq.m., representing a year-on-year increase of 17% and 40%, respectively. The average selling price for July 2016 was RMB14,025 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB13.475 billion and an accumulated contracted sales area of 849,428 sq.m. for the seven months ended 31 July 2016, representing a year-on-year increase of 99% and 15%, respectively. The average selling price for the seven months ended 31 July 2016 was RMB15,863 per sq.m..

Land Bank

As at 31 July 2016, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 8.63 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.20 million sq.m.).

China SCE Debuts among the "Fortune China 500"

On 13 July 2016, Fortune China released the 2016 "Fortune China 500" list. China SCE has been included for the first time on the list, demonstrating its strong brand and business capabilities.

Grand Opening of Polaris in Beijing

On 28 July 2016, Polaris in Beijing held a grand opening ceremony which attracted reporters from authoritative media in China and overseas and guests from different industries.

The Polaris is located on North Second Ring Road in Xicheng District, Beijing, neighboring Desheng Gate. It is also at the political and economic centre of Beijing, with leading educational and ancillary facilities nearby. Positioned as a premium luxury residential project, it only offers 120 units and will be launched to the market in the fourth quarter.

City Twilight in Tianjin Launched for Sale

City Twilight in Tianjin, one of the jointly-controlled projects of the Group, was officially launched to the market on 3 July 2016. Totally 280 low-rise residential units with sizes ranging from 78 sq.m. to 116 sq.m. were available on that day and received enthusiastic response from the market. Almost all of the offered units were subscribed.

The project is located at the junction of Chenglin Road and Guoshan Road in Dongli District, Tianjin. It offers comprehensive ancillary facilities in the vicinity and enjoys a convenient transportation network. It is to be developed into a large-scale residential community with an aggregate planned GFA of approximately 177,000 sq.m..

Project Development Information

Projects Under Development (As at 31 July 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	95	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 29 July 2016)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.64	HK\$1.48-HK\$1.82	HK\$5.615 billion	3.42384 billion shares



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