



## 2011 June Newsletter

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# China SCE Property Holdings Limited

HKEx Stock Code:1966.HK

China Top 100 Real Estate Developers

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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 China SCE 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 Western Taiwan Strait Economic Zone, Bohai Rim Economic Zone and Pearl River Delta Economic Zone.

## Latest News

### *Sales and Marketing Center of Gold Coast at the City Center Opens*

The sleek sales and marketing center of Gold Coast located at the city center of Shishi opened on 18 June 2011. This project has a planned GFA of approximately 1.3 million sq.m., which is to be built into an integrated leisure complex with seaside high-rise residential buildings, low-rise residential buildings, villas, hotels as well as tourism, commercial and leisure facilities.



### *Sales and Marketing Center of Royal Spring City Located at the City Center Opens*



The sales and marketing center of Royal Spring City located at the city center was opened on 26 June 2011.

Royal Spring City is located in Anshan, Liaoning Province, occupying a site area of more than 600,000 sq.m. Composed of five parcels of land, this luxury residential project has a planned GFA of 1.8 million sq.m. which includes hot spring villas, high-end residential buildings, luxury hotels, commercial thoroughfares and a large shopping mall.

### *Five-star Clubhouse of Sapphire Peninsula in Quanzhou Officially Opens*

The plush 2,800 sq.m. five-star clubhouse of Sapphire Peninsula in Quanzhou was opened on 25 June 2011. The new royal Thai green landscape demonstration zone also opened on the same day. The event attracted more than 400 prospective customers. After the visit, many described the luxury and elegant style embodied in the clubhouse of Sapphire Peninsula has exceeded their expectations.

Sapphire Peninsula is located near the southern end of Quanzhou Bridge in Binjiang Commercial District in Quanzhou. Overlooking the river with a mountainous backdrop, the project covers a planned total GFA of approximately 270,000 sq.m. Sapphire Peninsula inherits the standard set by China SCE' s quality "Sapphire" luxury residential properties with panoramic views of wonderful scenery. The project is set to become a world-class luxury residential property featuring beautiful surroundings in the second heart of Quanzhou. Sapphire Peninsula is expected to be launched for sale in late July.



**Disclaimer:**

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

## Latest News

### ***Acquires 20% Equity Interest in Zhangzhou Long Wen Hua Gang Real Estate Development Co., Ltd.***

A subsidiary of the Company successfully acquired 20% equity interest in Zhangzhou Long Wen Hua Gang Real Estate Development Co., Ltd. ("Long Wen Hua Gang" ) this month. After the acquisition, Long Wen Hua Gang has become the wholly owned subsidiary of the Group and holds the Sapphire Boomtown project in Zhangzhou.

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### ***Seashore Suite No. 1 Named as the "2011 Property Management Model Project in Xiamen"***

Seashore Suite No. 1 managed by Cippon Taiwo Property Management Co., Ltd. has passed the assessment procedure conducted by Xiamen Property Management Association on 21 June 2011 and has been named the "2011 Property Management Model Project in Xiamen" . This marks another achievement of Cippon Taiwo Property Management Co., Ltd. following the heels of the "Second Class Qualification" in property management earned in 2010.

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### ***Sales Update***

In June 2011, the Group realized a contracted sales amount of approximately RMB 350 million, an increase of 52% y-o-y; while the contracted sales area was approximately 34,790 sq.m., up 9% over the same period of last year. The Group realized a contracted sales amount of approximately RMB 2.85 billion and a contracted sales area of 336,056 sq.m. for the first six months of 2011, an increase of 132% and 74% over the same period of last year respectively.

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### ***Landbank***

As at 30 June 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with a planned GFA of approximately 8.42 million sq.m. (the planned GFA attributable to the Group was approximately 6.22 million sq.m.), including a planned GFA of approximately 1.45 million sq.m. for which master agreement has been entered into but the public tender process had not been completed.

# Project Development Information

## Projects Under Development (As at 30 June 2011)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza · Parkview Bay	Quanzhou	Residential and commercial	58	300,398
Fortune Plaza · Royal Terrace	Quanzhou	High-rise and low-density residential	58	249,436
Sunshine Town (Phase 1) (Block 9-17)	Quanzhou	Residential and commercial	100	152,634
Sapphire Peninsula (Phase 1)	Quanzhou	Residential and commercial	100	141,213
Sapphire Peninsula (Phase 2)	Quanzhou	Residential and commercial	100	126,463
Purple Lake International (Phase 1)	Quanzhou	Residential (Low-density)	49	62,217
Sunshine Mansion	Quanzhou	Residential and commercial	80	300,641
The Regent	Xiamen	High-rise and low-density residential	60	85,192
SCE Building (Phase 2)	Xiamen	Office	100	36,333
Provence Town	Xiamen	Residential and commercial	90	142,930
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	100	148,578
SCE International Community · Central Park	Linfen	Residential and commercial	90	82,809
<b>Total</b>				<b>1,828,844</b>

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# Project Development Information

## Projects Held for Future Development (As at 30 June 2011)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 3 & 4)	Quanzhou	Residential, commercial, office and hotel	58	817, 821
Sunshine Mansion (Phase 2)	Quanzhou	Residential and commercial	100	220, 229
Purple Lake International (Phase 2)	Quanzhou	Residential (Low-density)	49	60, 982
Gold Coast	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 256, 400
Sapphire Boomtown (Phases 2, 3 & 4)	Zhangzhou	Residential and commercial	100	371, 721
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485, 878
Royal Spring City	Anshan	Residential and commercial	70	1, 813, 868
Beijing Project	Beijing	Residential and commercial	100	38, 195
Sapphire Villa (Phase 1)	Tangshan	Residential and commercial	100	64, 911
<b>Total</b>				<b>5,130,005</b>

Note: Projects held for future development do not include those projects for which master agreements had been entered but had not gone through any public tender process.

## Investment Properties (As at 30 June 2011)

Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Commercial	31, 874
Green Lake Mansion	Xiamen	Commercial	937
SCE Building (Phase 1)	Xiamen	Office	6, 637
<b>Total</b>			<b>39,448</b>

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# Stock Information

## Stock Information (As at 30 June 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 2.00	HK\$ 1.90-HK\$ 2.47	HK\$ 5.706 billion	2.8532 billion shares



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