



# 2013

2013 **June** 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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### **Sales Overview**

In June 2013, the Group and its jointly-controlled entities realized a contracted sales amount of approximately RMB1.034 billion and a contracted sales area of 88,846 sq.m., representing an increase of 50% and 17% y-o-y. The Group realized a contracted sales amount of approximately RMB5.155 billion and a contracted sales area of 409,754 sq.m. for the six months ended 30 June 2013, representing a sharp increase of 150% and 69% over the same period of last year, respectively. The accumulated contracted sales accounted for approximately 69% of the annual sales target (RMB7.5 billion).

### **Land Bank**

As at 30 June 2013, the Group owned a land bank with an aggregate planned GFA of approximately 10.00 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.90 million sq.m.).

### **Wins Bid for Residential-cum-Commercial Land Parcels in Zhangzhou, Fujian Province**

On 5 June 2013, the Company, together with two independent third parties, have successfully secured the bid for two residential-cum-commercial land parcels in Zhangzhou, at a consideration of approximately RMB270 million. The three parties intend to set up a joint venture to develop the project, in which the Company holds 70% equity interest. Located in the core area of the Taiwanese Investment Zone in Zhangzhou, the project enjoys a convenient transportation network, connecting Xiamen in the east and Zhangzhou downtown in the west. It occupies a total site area of approximately 119,000 sq.m. with a planned GFA of approximately 429,000 sq.m.

### **Fortune Plaza • Marina Bay in Quanzhou Opened to the Public**

Located in eastern Quanzhou, Fortune Plaza • Marina Bay and its five-star multifunction clubhouse were opened to the public on 15 June 2013, which attracted the attention of many potential customers.

Marina Bay is the Phase 4 of the large-scale urban complex-Fortune Plaza. It has a planned GFA of approximately 233,000 sq.m. and comprises 17 residential buildings. This project is expected to be launched for pre-sale in the third quarter of 2013.



## Latest News

### ***Construction Permit of Phase 2 of SCE International Community Obtained***

Phase 2 of SCE International Community obtained its construction permit on 25 June 2013.

Situated in the southeast of Linfen Economic & Technological Development Zone, SCE International Community benefits from its good location. With a total planned GFA of approximately 569,000 sq.m., the project is to be developed into one of the largest communities in Linfen. Phase 1 of it, the Central Park, has already been delivered, and the planned GFA of Phase 2 is approximately 56,000 sq.m.

### ***China SCE Property Officially Launches WeChat Online Platform***

The Company has recently launched the WeChat online platform as an initiative to demonstrate its corporate mission of "We Build to Inspire" and an innovative way to closely interact with its customers.

By making use of the Company's official WeChat platform, online users can view latest information of the Company including the properties on pre-sale, development updates and tips on the interior furnishings of the flats, etc.



### ***The Fifth Anniversary of China SCE Property Student Grant Scheme at School of Management of Xiamen University & Presentation Ceremony of 2013***

The Fifth Anniversary of China SCE Property Student Grant Scheme at School of Management of Xiamen University & Presentation Ceremony of 2013 was recently held at Xiamen University, with 31 students being granted from the Scheme.

Established in 2008, the Scheme "China SCE Property Student Grant Scheme at School of Management of Xiamen University" sponsored by the Group, has been operated for five consecutive years, assisting students in need to complete their university studies.



## Project Development Information

### Projects Under Development (As at 30 June 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
International Finance Center • 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
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>1,481,393</b>

### Investment Properties (As at 30 June 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
<b>Total</b>			<b>76,219</b>

**Disclaimer:**

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

## Project Development Information

### Projects Held for Future Development (As at 30 June 2013)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500,785
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1,095,608
International Finance Center (Phase 2)	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
Zhangzhou Project	Zhangzhou	Residential and commercial	70	429,316
Sapphire Boomtown	Longyan	Residential	100	267,240
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>7,867,248</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 28 June 2013)**

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.78	HK\$1.49-HK\$2.10	HK\$5.079 billion	2.8532 billion shares



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