



2011 MARCH 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 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

2010 Annual Results Announcement

On 23 March 2011, China SCE Property announced its annual results for the year ended 31 December 2010. In 2010, the Group managed to achieve the best performance since its establishment. During the reporting period, the Group's revenue and profit attributable to shareholders were approximately RMB4,131 million and RMB946 million, a dramatic increase of 604.4% and 153.4% respectively over the last corresponding period. The core profit attributable to shareholders amounted to RMB898 million, a stunning 848.0% increase compared to last year.

Basic earnings per share were RMB33.8 cents, soaring 89.2% compared to the same period last year. To acknowledge the support of shareholders, the Board proposed a final dividend of HK5 cents per share for 2010. Together with an interim dividend of HK4 cents, the dividend yield was 4.5%.

Grand Opening of Provence Town in Xiamen

Provence Town was officially launched to the market on 5 March 2011 with 251 units made available to the market, and unit sizes ranging from 81 sq.m. (2-bedroom) to 129 sq.m. (3-bedroom). Of the total, 65% of the units have been subscribed as at 31 March 2011.

Provence Town is located west of Fangshan North Road and north of Xiang'an North Road in Maxiang Town, Xiamen City, with a site area of approximately 60,000 sq.m. and a total planned GFA of approximately 140,000 sq.m.



Grand Opening of Sunshine Mansion in Quanzhou

Sunshine Mansion with approximately 500 units was launched to the market on 19 March 2011 as scheduled. On the debut day, more than 300 units were subscribed, with unit sizes ranging from 89 sq.m. (2-bedroom) to 140 sq.m. (3-bedroom).

Sunshine Mansion is located at the junction of Liunan Road and Nanda Road of Nan'an City with easy accessibility and comprehensive facilities. It covers a site area of approximately 60,000 sq.m. with a planned GFA of approximately 300,000 sq.m., and is to be developed into a large-scale residential community in Nan'an.



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Latest News

An additional Residential Building at Parkview Bay of Fortune Plaza in Quanzhou Launched

An additional residential building with 132 units at Parkview Bay for Phase 1 of Fortune Plaza in eastern Quanzhou has been launched to the market on 5 March 2011. This 33-storey residential building has a saleable GFA of 14,158.60 sq.m., with unit sizes ranging from 89-126 sq.m.

Additional Residential Units of Sapphire Boomtown Phase 1 in Zhangzhou Launched



An additional three 9-storey residential buildings of Sapphire Boomtown Phase 1 have been launched onto the market on 12 March 2011, with 90% already subscribed as at 31 March 2011. Most of the units have three bedrooms with 127 sq.m. of floor space. The successful launch follows on the heels of the first two batches of townhouses and low-rise residential buildings presented during the last two months which proved to be a big draw.

Awarded the honour of "Top 100 Real Estate Enterprises in China" and "Stars of Top 100" again

A research report on the Top 100 Real Estate Enterprises in China, which was collaboratively compiled by the China Real Estate Association, the Enterprise Research Institute of the Development Center of the State Council and the Real Estate Research Institute of Tsinghua University, was released on 25 March 2011. China SCE Property has been honoured as one of the "Top 100 Real Estate Enterprises in China" and "Stars of Top 100" for the fourth consecutive years since 2008.

Ceremony of Education Donation Held in Sunshine Mansion

On 12 March 2011, a ceremony to honour donations to support education in Nan'an was held in the marketing center of Sunshine Mansion, with the Deputy Mayor of Nan'an, the Commissioner of Education Bureau of Nan'an and teacher representatives attending the event. This donation activity has demonstrated China SCE Property's continual effort on charity and education development, as well as upholding its responsibility to be a good corporate citizen.



Sales Update

In March 2011, the Group realized a contracted sales amount of approximately RMB550 million, an increase of 151% y-o-y; while the contracted sales area was approximately 86,684 sq.m., up 168% over the same period of last year. The Group realized a contracted sales amount of approximately RMB1.57 billion and a contracted sales area of approximately 194,302 sq.m. for the first three months of 2011, an increase of 215% and 123% over the same period of last year respectively.

Landbank

As at 31 March 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 6.12 million sq.m.), including a planned GFA of approximately 1.45 million sq.m. for which master agreements had been entered into but the public tender process had not been completed.

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Project Development Information

Projects Under Development (As at 31 March 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	Residential (Low density)	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	Residential (Low density)	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	80	148, 578
SCE International Community · Central Park	Linfen	Residential and commercial	90	82, 809
Total				1,828,844

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Project Development Information

Projects Held for Future Development (As at 31 March 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 Town (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	80	371, 721
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485, 878
Anshan Project (天峰御泉)	Anshan	Residential and commercial	70	1, 813, 868
Beijing Project (德勝公館)	Beijing	Residential and commercial	100	38, 195
Sapphire Villa (南湖香郡) (Phase 1)	Tangshan	Residential and commercial	100	64, 911
Total				5,130,005

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 31 March 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
Total			39,448

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Stock Information

Stock Information (As at 31 March 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 2.04	HK\$ 1.90-HK\$ 2.95	HK\$5.821 billion	2.8532 billion shares



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