

2016 March 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 March 2016, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.681 billion and a contracted sales area of 111,304 sq.m., representing a year-on-year increase of 73% and a year-on-year decrease of 4%, respectively. The average selling price for March 2016 was RMB15,101 per sq.m.. The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB4.285 billion and an accumulated contracted sales area of 246,130 sq.m. for the three months ended 31 March 2016, representing a year-on-year increase of 104% and a year-on-year decrease of 3%, respectively. The average selling price for the three months ended 31 March 2016 was RMB17,408 per sq.m..

Land Bank

As at 31 March 2016, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 9.20 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.55 million sq.m.).

2015 Annual Results Announcement

On 17 March 2016, China SCE announced its annual results for the year ended 31 December 2015. The Group recorded a revenue and a gross profit of approximately RMB10.69 billion and RMB3.01 billion respectively, representing a year-on-year increase of approximately 55.2% and 25.3%. Profit for the year amounted to RMB1.57 billion. Core profit for the year strongly increased 31.7% year-on-year to approximately RMB1.32 billion. Earnings per share were RMB26.8 cents. The Board resolved to declare a final dividend of HK5 cents per share, totalling approximately HK\$170 million. Together with an interim dividend of HK5 cents per share, the full-year dividend payout ratio amounted to approximately 30.5% of profit attributable to owners of the parent.

China SCE Awarded as One of the "2016 Best 50 of China Real Estate Developers"

Jointly organised by the China Real Estate Association (中國房地產業協會) and China Real Estate Appraisal Centre (中國房地產測評中心), the "Appraisal Results Conference of 2016 Best 500 of China Real Estate Developers and Best 500 Summit" (2016中國房地產500強測評成果發佈會暨500強峰會) was held in Beijing on 22 March 2016. In the event, China SCE ranked 44 in the "2016 Best 50 of China Real Estate Developers" and ranked second in the "2016 Best 10 of Regional Operations".

Disclaimer:

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Launch of Sunshine City Phase 2 in Shenzhen Receiving Overwhelmingly Positive Response

On 15 March 2016, Sunshine City Phase 2 in Shenzhen was officially launched for sale. A total of 221 high-rise residential units with sizes ranging from 65 sq.m. to 105 sq.m. were available for purchase that day. Market response was overwhelmingly positive, 80% of the offered units were subscribed in March.

Sunshine City is located in Longgang District of Shenzhen, northwest of the cross of Shenzhen-Shantou Highway and Shenzhen-Shantou Expressway. The project occupies a site area of approximately 95,000 sq.m. and will be developed into a large-scale residential community in Longgang District. The projects will be developed in three phases. Phase 2, with an aggregate planned GFA of approximately 70,000 sq.m., will comprise 6 high-rise residential buildings.

Sunshine Park Phase 2 in Jinjiang of Quanzhou Launched for Sale

Sunshine Park Phase 2 in Quanzhou was officially launched to the market on 26 March 2016. A total of 198 residential units with sizes ranging from 87 to 102 sq.m. were available for purchase that day. It sparked keen property purchase interest.

Sunshine Park Phase 2 enjoys superb transportation convenience as it is located at the southern side of Fengchi Road, Jinjiang, Quanzhou and near Citong Bridge. The project has an aggregate planned GFA of approximately 130,000 sq.m.. It will comprise 8 high-rise residential buildings and ancillary commercial facilities.

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Project Development Information

Projects Under Development (As at 31 March 2016)

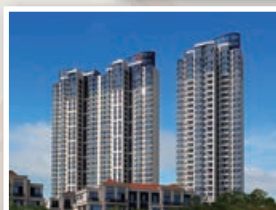
Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	78,402
SCE Plaza (Phase 1)	Shanghai	Office and retail shops	50	219,650
Marina Bay	Shanghai	High-rise residential and villas	100	130,781
Sunshine City (Phase 2)	Shenzhen	High-rise residential and retail shops	82	72,754
Haicang Vanke Dream Town (Phases 3-4)	Xiamen	High-rise residential and retail shops	12	253,175
Sapphire Boomtown (High-rise portion)	Nanchang	High-rise residential and retail shops	100	286,320
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office and retail shops	60	191,993
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) (Phase2)	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)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	206,938
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 1)	Yanjiao	High-rise residential and retail shops	55	241,346
Sunshine City (Phase 2)	Yanjiao	High-rise residential and retail shops	55	181,957
SCE International Community (Phase 3)	Linfen	High-rise residential and retail shops	70	81,822
SCE International Community (Phase 4)	Linfen	High-rise residential and retail shops	70	173,003
Total				3,302,003

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Stock Information (As at 31 March 2016)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.66	HK\$1.35-HK\$1.86	HK\$5.684 billion	3.42384 billion shares



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