



2011 May 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

Grand Launch of Semi-detached Houses of Sapphire Boomtown in Zhangzhou

The semi-detached houses of Sapphire Boomtown in Zhangzhou were launched to the market on 1 May 2011. A total of 18 semi-detached houses with an area of 295 sq.m. each were offered to the market and well received by high-end potential purchasers.



Marketing Center of Sapphire Villa in Tangshan Opened

The marketing center of Sapphire Villa in Tangshan opened at Jinjiang International Hotel on 1 May 2011. Sapphire Villa is located in the northwest of Nanhu Ecological Park. This project covers a site area of approximately 110,000 sq.m. and is to be developed as high-end lake-view villa community comprising villas, semi-detached houses and townhouses.



China SCE Property and Shanghai Pudong Development Bank, Xiamen Branch Signed a Strategic Cooperative Agreement



On 10 May 2011, a wholly-owned subsidiary of China SCE Property – Xiamen Zhongjun Industrial Co., Ltd. and Shanghai Pudong Development Bank (Xiamen Branch) signed a strategic cooperative agreement during the opening ceremony of Xiamen Branch of Shanghai Pudong Development Bank. Pursuant to the agreement, Shanghai Pudong Development Bank (Xiamen Branch) granted RMB 3 billion of credit facility to Xiamen Zhongjun Industrial Co., Ltd.

Disclaimer:

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

Latest News

Awarded the Honour of “Leading Fujian Real Estate Enterprises in China” again

The Second Conference for Fujian Real Estate Enterprises in China was held in Xiamen International Conference & Exhibition Center on 15 May 2011. China SCE Property was once again granted the honour of “Leading Fujian Real Estate Enterprises in China” by China Real Estate Business Weekly and the organizing committee of Second Conference for Fujian Real Estate Enterprises in China. This is the second time that China SCE Property has received the award.



Sales Update

In May 2011, the Group realized a contracted sales amount of approximately RMB 370 million, an increase of 12% y-o-y; while the contracted sales area was approximately 38,300 sq.m., down 15% over the same period of last year. The Group realized a contracted sales amount of approximately RMB 2.5 billion and a contracted sales area of 301,266 sq.m. for the first five months of 2011, an increase of 152% and 79% over the same period of last year respectively.

Landbank

As at 31 May 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 agreement has been entered into but the public tender process had not been completed.

Project Development Information

Projects Under Development (As at 31 May 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	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 May 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	80	371,721
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485,878
Anshan Project	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
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 May 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 May 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 2.09	HK\$ 1.90-HK\$ 2.47	HK\$ 5.963 billion	2.8532 billion shares



Investor Relations Contact

Strategic Financial Relations Limited

Ms. Brenda Chan-Assistant Director

Tel: 852-2864 4833

Fax: 852-2804 2789

Email: brenda.chan@sprg.com.hk

China SCE Property Holdings Limited

Mr. Paul Li-Financial Controller
& Company Secretary

Tel: 852-2191 3960

Fax: 852-2342 6643

Email: paulli@sce-re.com

Ms. Sophie Huang-Investor
Relations Officer

Tel: 86-592-572 1879

Fax: 86-592-572 1855

Email: huangsf@sce-re.com