

2012

2012 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 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

### ***Construction Permit of Sunshine City Obtained***

Sunshine City obtained its construction permit on 11 May 2012, marking the commencement of this project.

Located in the area of North Station of High-speed Railway in Jimei District, Xiamen, Sunshine City is to be served by a convenient transportation network and close proximity to ancillary facilities such as Shengguoyuan Commercial Center and North Station Trade & Commercial Center. This project occupies a total planned GFA of approximately 143,000 sq.m., and comprises 14 high-rise residential buildings (mainly two-bedroom and three-bedroom units with unit sizes ranging from 71-110 sq.m. in area). Sunshine City is scheduled to be launched in the third quarter of this year.



### ***Construction Permit of Fortune Plaza • World City (Part B) Obtained***

Phase 3 of Fortune Plaza-World City (Part B) obtained its construction permit on 26 May 2012.

Fortune Plaza • World City covers a land area of approximately 100,000 sq.m., with a total planned GFA of approximately 320,000 sq.m. This project comprises a shopping mall, themed pedestrian-only walkway and SOHO apartments, and will be launched to the market during the third quarter of this year.

### ***Acquisition of Land Parcel in Xiamen***

A joint-venture company which was established by a wholly-owned subsidiary of the Company and an independent third party has acquired a land parcel at Wuyuan Bay, Xiamen. The Group holds 65% of the equity interest of the joint-venture.

The land parcel is located at the bay area of Wuyuan Bay, covering a land area of approximately 37,000 sq.m., with a total planned GFA of approximately 89,000 sq.m. The project has been named as "The Prestige" and will be developed into a bayside residential block comprising high-rise and low-density residential units.

## Latest News

### *Phase 1 of Purple Lake International Golf Villa Opens to the Public*



Phase 1 of Purple Lake International Golf Villa, was opened to the public on 26 May 2012. Showrooms with delicate decoration and landscape display area were opened to the public on the same day as well. Located in the scenic area of Zimao Mountain in Quanzhou, Purple Lake International Golf Villa covers a site area of approximately 180,000 sq.m. and offers high-rise apartments and villas. The project is to be developed in two phases and Phase 1 is scheduled to be launched for pre-sale in June this year.

### *Sales Update*

In May 2012, the Group realized a contract sales amount of approximately RMB411 million, while the contract sales area was 50,635 sq.m., representing an increase of 13% and 28% m-o-m, respectively. The Group realized a contract sales amount of approximately RMB1.376 billion and a contract sales area of 166,540 sq.m. for the five months ended 31 May 2012.

### *Land Bank*

As at 31 May 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.04 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.58 million sq.m.), including a planned GFA of approximately 0.42 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 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza · Royal Terrace	Quanzhou	High-rise and low-density residential	58	202, 129
Fortune Plaza·World City	Quanzhou	Commercial	58	317, 036
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267, 676
Purple Lake International Golf Villa (Phase 1)	Quanzhou	Low-density residential	49	62, 217
Sunshine Mansion	Quanzhou	Residential and commercial	80	300, 641
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160, 792
The Regent	Xiamen	High-rise and low-density residential	60	66, 084
Provence Town	Xiamen	Residential and commercial	100	142, 930
Sunshine City	Xiamen	Residential and commercial	100	143, 000
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	100	20, 895
Sapphire Villa (Phase 1)	Tangshan	Low-density residential	100	64, 911
Royal Spring City · Spring Villa	Anshan	Residential and commercial	70	168, 729
<b>Total</b>				<b>1,917,040</b>

## Project Development Information

### Projects Held for Future Development (As at 31 May 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza ( Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500,785
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220,229
Purple Lake International Golf Villa (Phase 2)	Quanzhou	High-rise and low-density residential	49	60,982
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1,095,608
International Finance Center	Quanzhou	Residential and commercial	34	405,000
World City	Quanzhou	Residential and commercial	80	660,000
The Prestige	Xiamen	Residential	65	89,244
Sapphire Boomtown (Phases 2,3 & 4)	Zhangzhou	Residential and commercial	100	371,721
Beijing Project	Beijing	Residential and commercial	100	38,195
Royal Spring City (Except Phase 1)	Anshan	Residential and commercial	70	1,645,139
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485,878
<b>Total</b>				<b>5,572,781</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.

### Investment Properties (As at 31 May 2012)

Project Name	City	Type of Property	Total GFA (sq.m.)
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.

## Stock Information

### Stock Information (As at 31 May 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.70	HK\$1.40-HK\$2.10	HK\$4.850 billion	2.8532 billion shares



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