

2014 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 Stock Exchange of Hong Kong Limited. 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, the Bohai Rim Economic Zone, the Yangtze River Delta Economic Zone and the Pearl River Delta Economic Zone.



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Latest News

Sales Overview

In May 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB875 million and a contracted sales area of 97,300 sq.m., representing a year-on-year increase of 14% and 92%, respectively. The average selling price for May 2014 was RMB8,992 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB4.749 billion and an accumulated contracted sales area of 547,810 sq.m. for the five months ended 31 May 2014, representing a year-on-year increase of 15% and 71%, respectively. The average selling price for the five months ended 31 May 2014 was RMB8,670 per sq.m..

Land Bank

As at 31 May 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.84 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.98 million sq.m.).

Sapphire Boomtown in Nanchang Launched for Sale

Sapphire Boomtown in Nanchang, Jiangxi Province was launched to the market on 10 May 2014. A total of 47 townhouses with unit sizes ranging from 154 to 175 sq.m. were made available on that day. More than 90% of the units launched were subscribed as at 31 May 2014.

Located in High-tech Development Zone of Nanchang, Sapphire Boomtown is adjacent to Ziyang Avenue Station of Nanchang Metro Line No.1. The project has a planned GFA of approximately 300,000 sq.m. and will comprise high-rise residential buildings, villas and ancillary commercial facilities.

Sunshine City Phase 1 in Shenzhen Launched for Sale

On 17 May 2014, Sunshine City Phase 1 in Shenzhen was officially launched for pre-sale. The 411 residential units with unit sizes ranging from 65 to 89 sq.m. were fully subscribed on the debut day, achieving a total subscription amount of approximately RMB400 million.

Sunshine City is located in Longgang District of Shenzhen, northwest of the cross of Shenzhen-Shantou Highway and Shenzhen-Shantou Expressway. The whole project occupies a site area of approximately 95,000 sq.m. and will be developed into a large-scale residential community in Longgang District. Phase 1 covers a site area of approximately 55,000 sq.m., with a planned GFA of approximately 270,000 sq.m..



Phase 3 of Sapphire Boomtown in Zhangzhou Launched for Sale

Phase 3 of Sapphire Boomtown in Zhangzhou was officially launched to the market on 25 May 2014, receiving an enthusiastic response from potential customers. A total of 252 residential units with unit sizes ranging from 88 to 115 sq.m. were available on the debut day.

Sapphire Boomtown is located at the south of Shuixian Avenue in Zhangzhou. The project is a large-scale residential community in Zhangzhou which occupies a site area of approximately 230,000 sq.m., with a planned GFA exceeding 500,000 sq.m.. Phase 3 of it owns a total planned GFA of approximately 210,000 sq.m. and will comprise 10 high-rise residential buildings, 2 SOHO apartment buildings and 1 office building.

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Commencement of Construction of Sapphire Residences in Jinjiang

Sapphire Residences in Jinjiang obtained its construction permit on 13 May 2014, marking the official commencement of its construction.

Sapphire Residences is located at the east of South Yinbin Road in Jinjiang, near the foot of a bridge across the city center of Quanzhou, making it conveniently accessible. It also has a comprehensive range of commercial facilities. The project occupies a site area of approximately 47,000 sq.m., with a total planned GFA of approximately 164,000 sq.m.. It will comprise 11 high-rise residential buildings and ancillary commercial facilities.

Grand Opening of Fortune Plaza • World City in Quanzhou

Fortune Plaza • World City, located in eastern Quanzhou, has officially opened on 31 May 2014. More than 400 guests including the Secretary and Governor of Fengze District in Quanzhou and various sectors across the society, as well as the mainstream media, attended the grand opening ceremony.

World City Shopping Mall with a total planned GFA of approximately 170,000 sq.m., is part of the Phase 3 of Fortune Plaza, a large-scale urban complex in eastern Quanzhou. As the first household shopping mall in Quanzhou, Fortune Plaza • World City has substantially enhanced the commercial profile and shopping environment of eastern Quanzhou and satisfied the consumption needs of the surrounding districts.



Included in the "2014 Top 100 China Real Estate Listed Companies with the Most Comprehensive Strengths"

The "2014 China Real Estate Listed Companies Test Results Conference and Listed Real Estate Enterprises Summit" (2014年中國房地產上市公司測評成果發佈會暨上市房企高峰論壇) organized by the China Real Estate Research Association, the China Real Estate Association and the China Real Estate Appraisal was convened in Hong Kong on 29 May 2014. China SCE Property was included in the "2014 Top 100 China Real Estate Listed Companies with the Most Comprehensive Strengths" (2014中國房地產上市公司綜合實力100強) during the event.

Project Development Information

Projects Under Development (As at 31 May 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268,331
The Prestige (High-rise Portion)	Xiamen	High-rise residential	65	71,236
Sapphire Boomtown	Nanchang	High-rise residential, villas and retail shops	100	301,225
Fortune Plaza • Marina Bay	Quanzhou	High-rise residential and retail shops	58	233,151
The Regent	Quanzhou	High-rise residential, office and retail shops	34	256,196
Sunshine City	Quanzhou	High-rise residential, SOHO apartments and retail shops	100	137,902
Gold Coast (Phase 1)	Shishi	High-rise residential and SOHO apartments	45	287,744
Gold Coast (Phase 2)	Shishi	SOHO apartments and retail shops	45	77,045
The Prestige	Shishi	High-rise residential and retail shops	100	111,972
SCE Mall	Shishi	High-rise residential, SOHO apartments, office and retail shops	60	297,529
Sunshine Park (Phase 1)	Jinjiang	High-rise residential and retail shops	51	232,643
Sapphire Residences	Jinjiang	High-rise residential and retail shops	100	163,885
Sunshine Town (Phase 2)	Nan'an	High-rise residential and retail shops	100	220,229
Parkview Bay	Nan'an	High-rise residential and retail shops	80	215,332
Sapphire Boomtown (Phase 2)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	163,033
Sapphire Boomtown (Phase 3)	Zhangzhou	High-rise residential, SOHO apartments, office and retail shops	100	206,938
Sunshine City (Phase 1)	Zhangzhou	High-rise residential and retail shops	70	242,820
Sapphire Boomtown	Longyan	High-rise residential	100	267,240
Royal Spring City • Spring Villa (Except Zone A)	Anshan	Villas and retail shops	70	135,534
SCE International Community (Phase 2)	Linfen	High-rise residential and retail shops	100	55,674
Total				3,945,659

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Projects Held for Future Development (As at 31 May 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Beijing Project	Beijing	Office	100	38,195
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	77,628
Fortune Plaza • Imperial Terrace	Quanzhou	High-rise residential, SOHO apartments, office, hotel and retail shops	58	267,634
International Finance Center	Quanzhou	High-rise residential, office and retail shops	34	148,804
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	290,000
SCE Commercial Center	Quanzhou	High-rise residential and retail shops	100	253,926
Gold Coast (Except Phases 1 & 2)	Shishi	Residential, commercial and tourism related integrated development	45	814,647
Sunshine Park (Phase 2)	Jinjiang	High-rise residential and retail shops	51	134,264
World City	Nan'an	SOHO apartments, office, shopping mall and retail shops	80	444,668
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	70	186,496
Sunshine City	Langfang	High-rise residential and retail shops	55	424,777
Royal Spring City (Except Phase 1)	Anshan	High-rise residential, SOHO apartments, hotel and retail shops	70	1,645,139
SCE International Community (Except Phases 1 & 2)	Linfen	High-rise residential and retail shops	100	430,204
Total				5,156,382

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.

Completed Investment Properties (As at 31 May 2014)

Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Retail shops	31,337
Green Lake Mansion	Xiamen	Retail shops	937
SCE Building	Xiamen	Office	38,277
Fortune Plaza • World City	Quanzhou	Shopping Mall	166,612
Sapphire Peninsula	Jinjiang	Retail shops	7,440
Total			244,603

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Stock Information (As at 30 May 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.67	HK\$1.38-HK\$1.88	HK\$5.718 billion	3.42384 billion shares



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