



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

Residential Market Development

Two Additional Residential Buildings of Yujingwan (裕景湾) Launched

Two additional residential buildings of Yujingwan(裕景湾) of Phase 1 of Fortune Plaza in eastern Quanzhou were launched in October, 2010. A total of 162 units with a saleable GFA of 18,627 sq.m. were placed on the market, with unit sizes ranging from 89 sq.m.(2-bedroom) to 144 sq.m.(3-bedroom).

New Project Launched

Hot Sale of Commercial Section of Phase 1 of SCE International Community

On 16 October 2010, the commercial section of Phase 1 of SCE International Community—Fortune Avenue, was officially launched. 95% of the 67 street-level shops offered were subscribed on the debut day, with the contracted sales amounting to RMB 52.48 million. Contracted sales of RMB 59.74 million were achieved by the end of October.

Land Acquisition

Land Plot in Xiamen, Fujian Province

Xiamen Junxiang Hexin Real Estate Co., Ltd., with 90% of the total equity interest owned by China SCE Property, has successfully acquired a land plot in Xiamen, at a consideration of approximately RMB 280 million.

This project is situated on the west of Fangshan North Road and north of Xiang' an North Road, covering a site area of 56,948 sq.m., with a total planned GFA of approximately 142,930 sq.m..

Projects Commenced

Construction Permit of Sunshine Home(四季家园) Obtained

On 18 October 2010, Sunshine Home(四季家园) situated in Nan' an, Quanzhou, obtained its construction permit, marking the commencement of this project. With a land area of 64,632 sq.m., and a planned GFA of 300,641 sq.m., the project will be developed as a residential-cum-retail project.

Projects Commenced

Startup of Strait Green Boomtown

Strait Green Boomtown, which will be jointly developed by China SCE Property and the local government, held its groundbreaking ceremony in October 2010. It also marked the commencement of the construction of Provincial Highway 201—the connecting line of Coastal Thoroughfare. President of the Board of China SCE Property--Mr. Wong Chiu Yeung attended the event together with Mr. Luo Guoqing (Secretary of the Nan' an Municipal Committee) and Mr. Lin Boqian (Deputy Mayor of the Quanzhou City) and other officials of the Quanzhou City and Shijing Town.

This project is planned to be a large-scale residential and commercial development located in Shijing Town in Nan' an City, occupying a total site area of approximately 9,400,000 sq.m..



New Project Opened

Clubhouse and Marketing Center of Sapphire Boomtown Opened

➤➤ The clubhouse and marketing center of Sapphire Boomtown, which is located at the intersection of Shuixian Avenue and Yingbin Road, Zhangzhou City, opened on 23 October 2010. The display area of a 20,000-sq.m. virtual garden was also opened to the public on that day. About 1,000 guests and customers joined the grand celebration.



Sales Update

➤➤ In October 2010, the Group realized a contracted sales amount of approximately RMB 451 million and contracted sales area of approximately 61,891 sq.m., representing a sharp increase of 108.6% and 300.8% over the same period of last year respectively. The Group realized a contracted sales amount of approximately RMB 2.530 billion and a contracted sales area of approximately 370,108 sq. m. for the ten months ended 31 October 2010, representing an increase of 84.4% and 185.5% over the same period of last year respectively.

Landbank

➤➤ As at 31 October 2010, the Group together with its jointly-controlled entities and associates, owned a land bank with a planned GFA of approximately 8.77 million sq.m. (the planned GFA attributable to the Group was approximately 6.36 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.

Project Development Information

Projects Under Development (As at 31 October 2010)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza•Yujingwan (裕景灣)	Quanzhou	Residential and commercial	58	300,398
West Lake No.1	Quanzhou	Residential and commercial	100	198,782
Sapphire Uptown	Quanzhou	Residential and commercial	51	105,623
Sunshine Town (Phase 1)(Block 1-8)	Quanzhou	Residential and commercial	100	60,063
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
Purple Lake International(Phase 1)	Quanzhou	Residential (Low density)	49	62,217
Fortune Plaza•Yongjingtai (雍景臺)	Quanzhou	Residential (Low density)	58	249,436
Sunshine Home (四季家園)	Quanzhou	Residential and commercial	80	300,641
The Regent	Xiamen	Residential (Fine-furnished)	60	85,192
SCE Building (Phase 2)	Xiamen	Office	100	36,333
SCE International Community (Phase 1)	Linfen	Residential and commercial	80	82,809
Total				1,775,341

Projects Held for Future Development (As at 31 October 2010)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phase 3 & 4)	Quanzhou	Residential, commercial, office and hotel	58	817,821
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220,229
Sapphire Peninsula (Phase 2)	Quanzhou	Residential and commercial	100	126,463
Purple Lake International(Phase 2)	Quanzhou	Residential (Low density)	49	60,982
Minnan Golden Coast	Quanzhou	Residential, commercial and tourism related integrated development	45	1,256,400
Sapphire Boomtown	Zhangzhou	Residential and commercial	80	520,299
Provence Town(藍灣尚都)	Xiamen	Residential and commercial	90	142,930
SCE International Community (Phase 2 & 3)	Linfen	Residential and commercial	80	485,878
Anshan Project (天峰御泉)	Anshan	Residential and commercial	70	1,813,868
Beijing Project (北京德勝公館)	Beijing	Residential and commercial	100	38,195
Tangshan Project (Phase 1)	Tangshan	Residential and commercial	100	64,911
Total				5,547,976

Note: Projects held for future development do not include those projects for which master agreements had been entered into but had not gone through any public tender process.



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Investment Properties

(As at 31 October 2010)

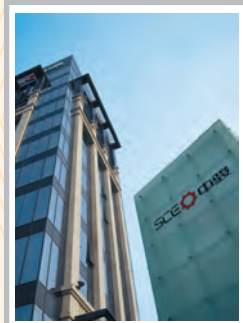
Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Commercial	31,874
Green Lake Mansion	Xiamen	Commercial	937
SCE Building (Phase 1)	Xiamen	Office	6,637
Total			39,448

Stock Information



(As at 29 October 2010)

Price per Share(Closing)	Highest During Period	Lowest During Period	Market Capitalization	Total Number of Shares
HK\$ 2.10	HK\$ 2.99	HK\$ 1.90	HK\$ 5.992 billion	2.8532 billion shares



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