

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

Land Acquisition

Land in Tangshan, Hebei Province

On September 29 2010, China SCE Property, through its wholly-owned subsidiary-Tangshan Zhongjun Real Estate Development Co.,Ltd. successfully acquired four plots of land located in northwest of Nanhu, Tangshan, at a consideration of RMB 190,000,000. These four plots of land cover a site area of 113,292 sq.m., with a planned GFA of 64,911 sq.m., and will be developed as residential, commercial and auxiliary complex.

Project Acquisition

Acquisition of 5% of Equity Interest in Xiamen Guanjun Aviation Storage Services Co., Ltd. (廈門冠駿航空倉儲服務有限公司)

In September 2010, the Company entered into an agreement with Xiamen Aviation Industry Co., Ltd.(廈門航空工業有限公司) for the acquisition of 5% of the issued share capital of Xiamen Guanjun Aviation Storage Service Co., Ltd. ("Xiamen Guanjun"). As a result of the acquisition, the Company now wholly owns the equity interest of Xiamen Guanjun.

Award

Sapphire Boomtown Wins the Honour of Model Villa Project of Metropolitans in 2010

On 9 September 2010, Sapphire Boomtown was awarded as one of the China Real Estate Gold Key Awards ("中國地產金鑰匙獎")- the honour of "Model Villa Project of Metropolitans in 2010" ("2010高端城市別墅人居典範"). The China Real Estate Gold Key Awards("中國地產金鑰匙獎") are prizes authorised and issued by the committees of the China International Fair for Investment & Trade and the World Chinese Entrepreneurs Real Estate Forum ("世界華商地產論壇").



Showhouse Opened

Showhouse of The Regent Opened


Designed by a well-known design institute-Grigorian Design Group Ltd., the showhouse of The Regent had its grand opening on 24 September 2010, with hundreds of customers, prospective owners and specially invited guests joining the celebration.

With a beautiful panoramic sea and lake view, The Regent is located at the northwest of the junction of Haicang Avenue and Jiaosong Road, with a planned GFA of approximately 85,000 sq. m.. The project is expected to be developed as high-end fine-furnished residential apartments, and will be launched for pre-sale in the last quarter of this year.




Sales Update

In September 2010, the Group realized a contracted sales amount of approximately RMB 232 million and contracted sales area of approximately 32,638 sq.m., representing a sharp increase of 230.2% and 970.1% over the same period of last year respectively. The Group realized a contracted sales amount of approximately RMB 2.079 billion and a contracted sales area of approximately 303,867 sq. m. for the nine months ended 30 September 2010, representing an increase of 79.8% and 166.1% over the same period of last year respectively.


Landbank

As at 30 September 2010, the Group together with its jointly-controlled entities and associates, owned a land bank with a planned GFA of approximately 8.63 million sq.m. (the planned GFA attributable to the Group was approximately 6.24 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 30 September 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
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				1,474,700

Projects Held for Future Development (As at 30 September 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
Sunshine Home (四季家园)	Quanzhou	Residential and commercial	80	300,641
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
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				5,705,687

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.

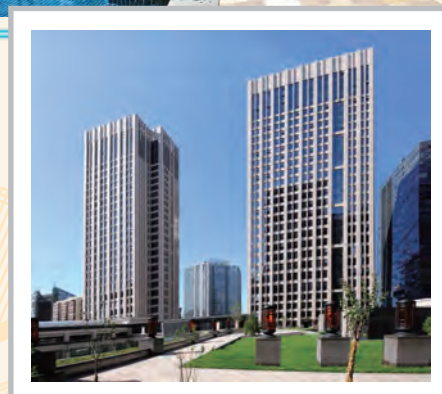
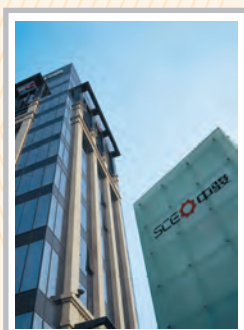
Investment Properties (As at 30 September 2010)

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 30 September 2010)

Price per Share(Closing)	Highest During Period	Lowest During Period	Market Capitalization	Total Number of Shares
HK\$ 2.20	HK\$ 2.99	HK\$ 1.90	HK\$ 6.277 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

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