



## 2011 September Newsletter

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# China SCE Property Holdings Limited

HKEx Stock Code:1966.HK

China Top 100 Real Estate Developers

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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 centralised 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

### **Construction Commences at Phase 1 of Gold Coast in Shishi**

On 7 September 2011, Phase 1 (Part A) of Gold Coast in Shishi has obtained construction work commencement permit which enabled construction to be commenced. Gold Coast is located in the Shishi City of Quanzhou, occupying a site area of approximately 1.2 million sq.m. The project is to be built into an integrated seaside leisure complex with high-rise residential buildings, mansions, low-density residential units and hotels, perfectly complemented by tourism, leisure and commercial facilities.

### **Sales Commences for High-rise Residential Buildings at Sapphire Boomtown in Zhangzhou**



Approximately 50% of high-rise residential buildings launched at Sapphire Boomtown were subscribed on the first day on sale, 10 September 2011, mainly comprising two-bedroom and three-bedroom units, with unit sizes ranging from 89 to 123 sq.m. As at 30 September 2011, an area of 91,417 sq.m. has been sold, representing 78% of the saleable area of Phase 1 of Sapphire Boomtown.

### **Spring Villa in Anshan Holds Debut Event**

On 16 September 2011, Spring Villa, Phase 1 of Royal Spring City, organised an official introduction event at Shengli Hotel, Anshan. A representative of China SCE Property introduced the brand, geographical values, construction planning, landscape design, project quality and property management of the project. Attendees including elites from different sectors and the media, were illustrated the high quality living environment that potential property owners could enjoy at this high-end residential project.



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## Latest News

### *Sky Clubhouse of The Regent in Xiamen Opens*

Gordes Seaview Sky Clubhouse designed by George Grigorian, a world renowned architect, was opened on 24 September 2011. The design master attended the official opening and shared his design concept with the attendees from various sectors. The defining characteristic of the clubhouse would be its location at a height of more than 30 meters above ground offering a 360° sea view. The design concept of Mr. George Grigorian was to complement the wonderful outdoor scenery with the internal luxury living environment. He was pleased with the result of his partnership with China SCE Property, "Excellent design has to be implemented in an excellent manner to match. Fortunately, we have achieved success in both endeavours".



### *Another Residential Building of Sapphire Peninsula in Quanzhou Commences Sales*

On 25 September 2011, one additional block of high-rise residential building at Sapphire Peninsula in Quanzhou was launched, comprising 78 units of two-bedroom and three-bedroom apartments, with unit sizes ranging from an area of 130 to 145 sq.m.



### *China SCE Property Wins 2011 "China Real Estate Gold Key Awards"*



China SCE Property has garnered one of the highly-coveted 2011 "China Real Estate Gold Key Awards-Sustained Competitiveness Enterprise" on 18 September 2011. This official national award in the real estate sector is jointly presented by the CIFT and World Property Forum for Chinese Entrepreneurs and is one of the most prestigious awards within China's real estate sector. Before this, Sapphire Boomtown in Zhangzhou has won the honour of "China Real Estate Gold Key Awards-Model Villa Project of Metropolitans" in 2010.

## Latest News

### ***South China Group Honoured as one of “The Best Employers” in Xiamen***

On 26 September 2011, South China Group was honoured as one of “The Best Employers” in Xiamen in 2010 competition. The competition is co-organised by Xiamen Daily and the professional recruitment agency Zhaopin.com. South China Group has earned this major human resources recognition in Xiamen for the second time since 2009.



### ***Sales Update***

In September 2011, the Group realised a contract sales amount of approximately RMB300 million, an increase of 30% y-o-y; while the contract sales area was approximately 36,056 sq.m., up 10% over the same period of last year. The Group realised a contract sales amount of approximately RMB3.91 billion and a contract sales area of approximately 448,543 sq.m. for the nine months ended 30 September 2011, an increase of 88% and 48% over the same period of last year, respectively.

### ***Landbank***

As at 30 September 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.59 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.13 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 30 September 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 Golf Villa (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	100	148,578
SCE International Community · Central Park	Linfen	Residential and commercial	90	82,809
Sapphire Villa (Phase 1)	Tangshan	Residential (Low-density)	100	64,911
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160,792
<b>Total</b>				<b>2,054,547</b>

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# Project Development Information

## Projects Held for Future Development (As at 30 September 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 Town (Phase 2)	Quanzhou	Residential and commercial	100	220, 229
Purple Lake International Golf Villa (Phase 2)	Quanzhou	Residential (Low-density)	49	60, 982
Gold Coast (Phase 1 Part B, Phase 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 095, 608
Sapphire Boomtown (Phases 2, 3 & 4)	Zhangzhou	Residential and commercial	100	371, 721
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485, 878
Royal Spring City	Anshan	Residential and commercial	70	1, 813, 868
Beijing Project	Beijing	Residential and commercial	100	38, 195
Quanzhou Puxi No.3 Project	Quanzhou	Residential and commercial	34	405, 000
Jimei Project	Xiamen	Residential and commercial	100	143, 000
Quanzhou Nan'an Project	Quanzhou	Residential and commercial	100	660, 000
<b>Total</b>				<b>6,112,302</b>

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

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# Project Development Information

## *Investment Properties (As at 30 September 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
<b>Total</b>			<b>39,448</b>

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# Stock Information

## Stock Information (As at 30 September 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 1.76	HK\$ 1.73-HK\$ 2.35	HK\$ 5.022 billion	2.8532 billion shares



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