

# 2012

**2012 September** 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

### ***One Additional Residential Building of Fortune Plaza • Royal Terrace Launched***

One additional residential building of Fortune Plaza • Royal Terrace was launched in September 2012, providing 90 residential units to the market. Two-bedroom and three-bedroom units were available with unit sizes ranging from 137 sq.m. to 144 sq.m. More than 80% of them were subscribed as at 30 September 2012.

Located in eastern Quanzhou, Royal Terrace is the Phase 2 of Fortune Plaza – a large-scale urban complex. It covers a land area of approximately 100,000 sq.m., with a total planned GFA of approximately 250,000 sq.m.

### ***One Additional Residential Building of Sapphire Peninsula Launched***

In September 2012, Sapphire Peninsula launched an additional residential building, providing a total of 62 residential units, mainly two-bedroom and three-bedroom units with unit sizes ranging from 89 sq.m. to 129 sq.m. As at 30 September 2012, approximately 90% of the units have been subscribed.

Located in the southern end of Quanzhou Bridge within Binjiang Commercial District in Quanzhou, Sapphire Peninsula overlooks a panoramic river view. It occupies a total site area of approximately 80,000 sq.m., with a total planned GFA of approximately 270,000 sq.m.

### ***Gold Coast Opens Showrooms of Its Sea-view Apartment***

On 16 September 2012, the decorated showrooms of the sea-view apartment of the Gold Coast were opened to the public and received enthusiastic response from the market. The decorated high-rise apartment of Phase 1 (Part A) of Gold Coast comprises 1,015 units with panoramic sea view. It is scheduled to be launched for pre-sale in November.

Scenically situated on the seashore in Yongning Town, Shishi City, Quanzhou, Gold Coast is adjacent to the Coastal Thoroughfare along the beautiful 3.8-km

stretch of coastline in Quanzhou and enjoys exclusive sea view. The project is planned to be developed into an integrated complex featuring vacation facilities as well as commercial and high-end residential.



## Latest News

### ***Fortune Plaza • World City Wins 2012 “China Real Estate Gold Key Award”***

The Third World Property Forum for Chinese Entrepreneurs was held at Xiamen International Conference Center on 9 September 2012. Fortune Plaza • World City in Quanzhou developed by China SCE Property was honoured as the 2012 “China Real Estate Gold Key Award—Model of Commercial Complex”.

The “China Real Estate Gold Key Award” is an official national award in the real estate sector and is jointly presented by the CIFIT and World Property Forum for Chinese Entrepreneurs and is one of the most prestigious awards within China’s real estate sector. Before this, China SCE Property has won the honour of “China Real Estate Gold Key Award—Sustained Competitiveness Enterprise” in 2011.



## Latest News

### *Sales Update*

In September 2012, the Group realized a contract sales amount of approximately RMB310 million, representing an increase of 3% y-o-y; while the contract sales area was 29,798 sq.m., representing a decrease of 17% y-o-y. The Group realized a contract sales amount of approximately RMB3.887 billion and a contract sales area of 436,747 sq.m. for the nine months ended 30 September 2012, representing a decrease of 1% and 3% over the same period of last year respectively. The accumulated contract sales reached approximately 97% of the annual sales target of RMB4 billion.

### *Land Bank*

As at 30 September 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.27 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.70 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 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
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>1,774,110</b>

**Disclaimer:**

This newsletter provides the investors with unaudited financial data. As a result, it is for reference only.

## Project Development Information

### Projects Held for Future Development (As at 30 September 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
Nan'an World City	Quanzhou	Residential and commercial	80	660, 000
Shishi Project	Quanzhou	Residential and commercial	60	297, 529
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>5,870,310</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 30 September 2012)

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

**Stock Information (As at 28 September 2012)**

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.68	HK\$1.40-HK\$1.85	HK\$4.793 billion	2.8532 billion shares



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