



## 2011 April 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 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

### ***Grand Opening of Fortune Plaza-Royal Terrace in Quanzhou***

On 2 April 2011, Fortune Plaza-Royal Terrace in eastern Quanzhou was launched to the market as scheduled, which attracted substantial interest from the public. Totally 126 low-density units were made available on the debut day, and the subscribed amount exceeded RMB 150 million.

This project is the phase 2 of Fortune Plaza—a large-scale urban complex. It covers a site area of approximately 100,000 sq.m., with a total planned GFA of approximately 250,000 sq.m.. This project comprises high-rise and low-density residential buildings.



### ***Additional Residential Units of Sapphire Boomtown Phase 1 in Zhangzhou Launched***

Two more residential buildings of Sapphire Boomtown Phase 1 have been launched onto the market on 16 April 2011. Most of the units provided are 127-sq.m. in unit size. The gala event held on that day attracted major attention from the potential purchasers. Of the total units launched, 90% of them were subscribed.



### ***Additional Residential Building of Fortune Plaza-Parkview Bay Launched in Quanzhou***

One more 32-storey residential building of Fortune Plaza-Parkview Bay in eastern Quanzhou was launched on 16 April 2011, with a saleable GFA of approximately 20,000 sq.m.. This newly launched building has 120 units each with a sizes of 166 sq.m..

As at 30 April 2011, 18 blocks of residential buildings of Parkview Bay have been made available to the public, with a total saleable GFA of approximately 240,000 sq.m.. This project achieved gratifying sales, with 190,000 sq.m. has been sold, contributing contracted sales up to RMB 1.6 billion, as at the end of April 2011.

### ***2011 Annual General Meeting Held in Hong Kong***

The Annual General Meeting of China SCE Property was held at Mandarin Oriental Hong Kong on 28 April 2011. All ordinary resolutions proposed at the AGM were duly passed by way of poll.

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## Latest News

### **SCE College Inaugurated**

In order to perfect the training system and to assure the staff of the Company are professionally qualified, SCE College was founded on 1 April 2011. Executive Director Mr. Chen Yuanlai, Vice Presidents Mr. Liu Zhijie and Mr. Huang Jinsong, Assistant President Mr. Bian Yinghua and mid-level and senior management from all departments joined the event.

As a start, the Human Resource Department elaborated the aim of SCE College and its development plan in the coming five years. After the ceremony, Mr. Zhou Hongqi, a professor from National University of Singapore delivered an address on the topic of strategic marketing in the 21st Century to all of the trainees.



### **SCE International Community Acknowledged as "First-rank Project"**

On 13 April 2011, a conference was organized by Real Estate Association of Linfen City to praise those real estate developers contributing to the urban construction of Linfen City. SCE International Community, developed by Shanxi Yuanhong Real Estate Co. Ltd.(a subsidiary of China SCE Property) won the "First-rank Project" during the event.



### **RMB 20 million donated by China SCE Group during the 90th Anniversary of Amoy University**



On 5 April 2011, Mr. Wong Chiu Yeung, Chairman of the Board of China SCE Group, attended the donation ceremony of celebrating Amoy University's 90th Anniversary as an alumni. China SCE Group donated RMB 20 million to better the development of Amoy University, earning high appreciation from the university authorities and from the public.

### **Sales Update**

In April 2011, the Group realized a contracted sales amount of approximately RMB560 million, an increase of 152% y-o-y; while the contracted sales area was approximately 68,664 sq.m., up 81% over the same period of last year. The Group realized a contracted sales amount of approximately RMB2.13 billion and a contracted sales area of 262,966 sq.m. for the first four months of 2011, an increase of 196% and 110% over the same period of last year respectively.

### **Landbank**

As at 30 April 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with a planned GFA of approximately 8.42 million sq.m. (the planned GFA attributable to the Group was approximately 6.12 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 April 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 (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            | 80                            | 148,578                   |
| SCE International Community · Central Park | Linfen    | Residential and commercial            | 90                            | 82,809                    |
| <b>Total</b>                               |           |                                       |                               | <b>1,828,844</b>          |

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# Project Development Information

## Projects Held for Future Development ( As at 30 April 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 Mansion (Phase 2)                 | Quanzhou  | Residential and commercial   | 100                           | 220, 229                  |
| Purple Lake International (Phase 2)        | Quanzhou  | Residential (Low-density)  | 49                            | 60, 982                   |
| Gold Coast                                 | Quanzhou  | Residential, commercial and tourism related integrated development | 45                            | 1, 256, 400               |
| Sapphire Boomtown (Phases 2, 3 & 4)        | Zhangzhou | Residential and commercial   | 80                            | 371, 721                  |
| SCE International Community (Phases 2 & 3) | Linfen    | Residential and commercial   | 90                            | 485, 878                  |
| Anshan Project (御泉新城)                      | Anshan    | Residential and commercial   | 70                            | 1, 813, 868               |
| Beijing Project (德勝公館)                     | Beijing   | Residential and commercial   | 100                           | 38, 195                   |
| Sapphire Villa (南湖香郡) (Phase 1)            | Tangshan  | Residential and commercial   | 100                           | 64, 911                   |
| <b>Total</b>                               |           |  |                               | <b>5,130,005</b>          |

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

## Investment Properties ( As at 30 April 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 29 April 2011)

| Price per Share (Closing) | 52-week Range       | Market Capitalisation | Total Number of Shares |
|---------------------------|---------------------|-----------------------|------------------------|
| HK\$ 2.08                 | HK\$ 1.90-HK\$ 2.60 | HK\$ 5.935 billion    | 2.8532 billion shares  |



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