

2012

2012 April 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

Official Launch of Gold Coast Phase 1

On 29 April 2012, 60 townhouses and villas of Gold Coast Phase 1 in Shishi City, Quanzhou, were launched to the market. Approximately 50% of the launched units have been subscribed by the end of April 2012. Scenically situated on the seashore in 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.

One Additional Residential Building of Sunshine Mansion Launched

In April 2012, Sunshine Mansion in Nan'an City, Quanzhou, launched one additional high-rise residential building with totally 125 units, mainly two-bedroom to three-bedroom units with unit sizes ranging from 89-136 sq.m. in area.

With a planned GFA of approximately 300,000 sq.m., Sunshine Mansion is to be developed into a large-scale residential community. Blocks 3 to 10 will be completed within this year.

South China Group Ranks 53th on the 2012 "Forbes China Philanthropy List"

The 7th Forbes China Philanthropy List in Chinese released its results on 1 April 2012. The 100 enterprises on the list donated a total of RMB4.79 billion, while South China Group donated RMB23.07 million and ranked 53th on the list.

Latest News

Donation to the "Academic Scholarship" for Nan'an Huaqiao Secondary School in Quanzhou

On 2 April 2012, Mr Wong Chiu Yeung, Chairman of the Board of Directors of South China Group and the Chairman of the 6th Management Board of Nan'an Huaqiao Secondary School, donated RMB5 million to the "Academic Scholarship" for the school on behalf of South China Group.



Sales Update

In April 2012, the Group realized a contract sales amount of approximately RMB363 million, an increase of 16% m-o-m; while the contract sales area was 39,427 sq.m., down 4% m-o-m. The Group realized a contract sales amount of approximately RMB964 million and a contract sales area of 115,905 sq.m. for the four months ended 30 April 2012.

Land bank

As at 30 April 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 7.96 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.52 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 April 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 (Part A)	Quanzhou	Commercial	58	133, 900
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
Provence Town	Xiamen	Residential and commercial	100	142, 930
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
Total				1,590,904

Project Development Information

Projects Held for Future Development (As at 30 April 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phase 3 Part B, Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	683,921
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220,229
Purple Lake International Golf Villa (Phase 2)	Quanzhou	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
World City	Quanzhou	Residential and commercial	80	660,000
Sunshine City	Xiamen	Residential and commercial	100	143,000
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
Total				5,809,673

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 April 2012)

Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Commercial	31,874
World City	Beijing	Residential	438
Green Lake Mansion	Xiamen	Commercial	937
SCE Building (Phase 1)	Xiamen	Office	6,637
SCE Building (Phase 2)	Xiamen	Office	36,333
Total			76,219

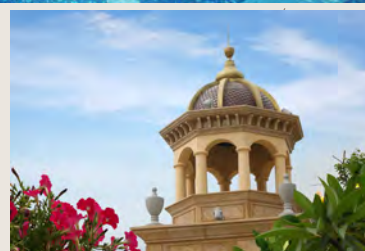
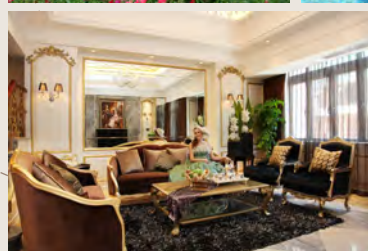
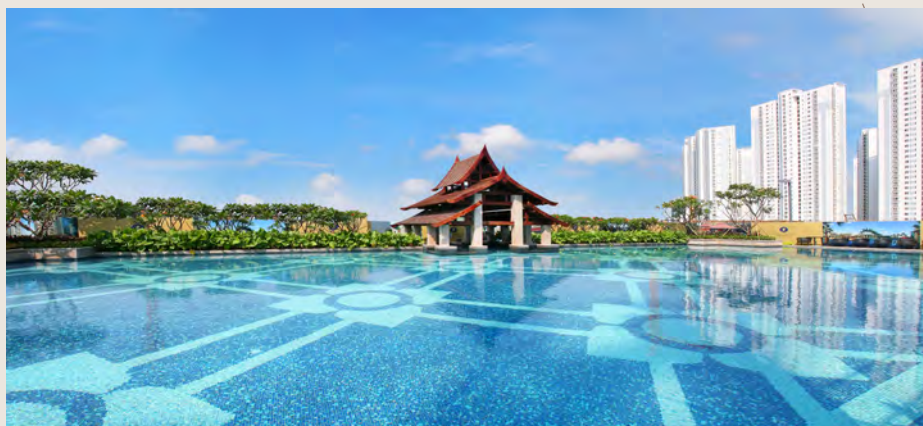
Disclaimer:

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

Stock Information

Stock Information (As at 30 April 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.80	HK\$1.40-HK\$2.10	HK\$5.136 billion	2.8532 billion shares



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