

2015 April Newsletter

China SCE Property Holdings Limited

HKEx Stock Code:1966.HK Top 50 Real Estate Developers of China



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 Stock Exchange of Hong Kong Limited. 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, the Yangtze River Delta Economic Zone, the Bohai Rim Economic Zone and the Pearl River Delta Economic Zone.



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Sales Update

In April 2015, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.013 billion and a contracted sales area of 121,614 sq.m., representing a year-on-year increase of 23% and 24%, respectively. The average selling price for April 2015 was RMB8,333 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB3.118 billion and an accumulated contracted sales area of 374,768 sq.m. for the four months ended 30 April 2015, representing a year-on-year decrease of 20% and 17%, respectively. The average selling price for the four months ended 30 April 2015 was RMB8,319 per sq.m..

Land Bank

As at 30 April 2015, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 10.27 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.82 million sq.m.).

Sapphire Residences in Quanzhou Launched for Sale

Sapphire Residences in Quanzhou was officially launched to the market on 26 April 2015. A total of 269 high-rise residential units with sizes ranging from 63 to 112 sq.m. were made available on that day and approximately 90% of the offered units were subscribed.

Sapphire Residences is located at the east of South Yinbin Road in Jinjiang, Quanzhou. It is conveniently accessible with a bridge nearby, which is directly connected to the city center of Quanzhou. It also has a comprehensive range of commercial facilities. The project occupies a site area of approximately 47,000 sq.m., with a total planned GFA of approximately 164,000 sq.m.. It comprises 11 high-rise residential buildings and ancillary commercial facilities.

Sapphire Boomtown in Longyan Became the Sales Champion in the First Quarter

According to statistical information available from independent third-party, the transaction volume and transaction area of the residential units of Sapphire Boomtown in Longyan were 257 units and 25,000 sq.m., respectively in the first quarter of 2015, making it the champion in both units and area sales during the period in Longyan.

Sapphire Boomtown is located in Xinluo District of Longyan. It occupies a total planned GFA of approximately 270,000 sq.m. and comprises 18 high-rise residential buildings.

Deshengmen Project in Beijing Obtained State-owned Land Use Certificate

On 14 April 2015, Deshengmen Project in Xicheng District, Beijing has obtained its state-owned land use certificate. The land parcel is planned to be used for residential and commercial purposes.

Deshengmen Project is ideally located in the North Second Ring Road, Xicheng District, Beijing, neighbouring Dewai Avenue, with Beijing Normal University adjacent to its west. With a total planned GFA of approximately 41,000 sq.m., it will be developed into a high-end residential-cum-commercial project comprising 4 high-rise residential buildings, 1 SOHO building and ancillary commercial facilities.

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Strait Green Boomtown Taps the Industrial Real Estate Sector

On 21 April 2015, Fujian Pilot Free Trade Zone (including Fuzhou, Xiamen and Pingtan) was officially established, which becomes a new engine to further boost the cross-straits economic cooperation. Benefit from it, the first industrial real estate project of the Company—Strait Green Boomtown presents its historic development opportunity, which is expected to become a new profit stream for the Company.

Strait Green Boomtown is located just a short water crossing away from Xiamen Xiang'an International Airport which is under construction and only six nautical miles from Kinmen, Taiwan. It also connects Xiamen and Quanzhou through the Xiamen Xiang'an Airport Expressway and Binhai Passage, offering outstanding geographical advantages. With a site area exceeding 10 million sq.m., the project is planned to be built into diversified industrial parks such as large-scale logistic park, high-tech industrial park, demonstrative base for modern service industry and livable coastal eco-town.



Disclaimer:

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

Project Development Information

Projects Under Development (As at 30 April 2015)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	78,402
SCE Plaza (Phase 1)	Shanghai	Office and retail shops	50	219,650
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268,331
Haicang Vanke Dream Town (Phases 2-5)	Xiamen	High-rise residential and retail shops	12	379,098
Sapphire Boomtown	Nanchang	High-rise residential, villas and retail shops	100	301,225
Sunshine City	Quanzhou	High-rise residential, SOHO apartments and retail shops	100	137,902
SCE Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	251,290
Gold Coast (Phase 1) (Partial)	Quanzhou	High-rise residential and retail shops	45	124,276
Gold Coast (Phase 2)	Quanzhou	SOHO apartments and retail shops	45	77,045
The Prestige	Quanzhou	High-rise residential and retail shops	100	111,972
SCE Mall (Shishi)	Quanzhou	High-rise residential, SOHO apartments, office and retail shops	60	297,529
Sunshine Park (Phase 1)	Quanzhou	High-rise residential and retail shops	51	232,643
Sunshine Park (Phase 2)	Quanzhou	High-rise residential and retail shops	51	129,613
Sapphire Residences	Quanzhou	High-rise residential and retail shops	100	163,885
Sunshine Town (Phase 2)	Quanzhou	High-rise residential and retail shops	100	220,229
Parkview Bay	Quanzhou	High-rise residential and retail shops	80	215,332
Purple Lake International Golf Villa (Partial)	Quanzhou	Low-rise residential and villas	49	56,081
Sapphire Boomtown (Phase 3)	Zhangzhou	High-rise residential, SOHO apartments, office and retail shops	100	206,938
Sunshine City (Phase 1)	Zhangzhou	High-rise residential and retail shops	70	242,820
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	70	180,239
Sapphire Boomtown	Longyan	High-rise residential	100	267,240
Sunshine City (Phase 1)	Langfang	High-rise residential and retail shops	55	241,346
Royal Spring City • Spring Villa (Except Zone A)	Anshan	Villas and retail shops	70	135,534
SCE International Community (Phase 2)	Linfen	High-rise residential and retail shops	70	55,674
SCE International Community (Phase 3)	Linfen	High-rise residential and retail shops	70	81,822
Total				4,676,116

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Stock Information (As at 30 April 2015)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.62	HK\$1.30-HK\$1.72	HK\$5.547 billion	3.42384 billion shares



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