

2013

2013 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

Sales Overview

In April 2013, the Group realized a contracted sales amount of approximately RMB692 million and a contracted sales area of 43,007 sq.m., representing an increase of 90% and 9% y-o-y. The Group realized a contracted sales amount of approximately RMB3.353 billion and a contracted sales area of 270,344 sq.m. for the four months ended 30 April 2013, representing a sharp increase of 248% and 133% over the same period of last year, respectively. The accumulated contracted sales accounted for approximately 45% of the annual sales target (RMB7.5 billion).

Land Bank

As at 30 April 2013, the Group owned a land bank with an aggregate planned GFA of approximately 10.00 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 7.00 million sq.m.).

Wins Bid for a Residential-cum-Commercial Land Parcel in Quanzhou, Fujian Province

On 25 April 2013, a wholly-owned subsidiary of China SCE, together with an independent third party won the bid for a residential-cum-commercial land parcel in Quanzhou, Fujian Province at a consideration of RMB191 million. The Company holds 60% equity interest in the project.

Located at Gudian Community of Jinlong Road in Licheng District, the land parcel occupies a site area of approximately 70,000 sq.m. with a planned GFA of approximately 290,000 sq.m. It is to be developed into a residential and commercial complex with logistics amenities.

Latest News

Low-density Residential Units of The Prestige in Xiamen Launched

On 27 April 2013, The Prestige in Xiamen launched its low-density residential units to the market. It has continued to enjoy strong market response following the remarkable sales performance of high-rise residential units with exquisite decoration last month. The 65 low-density residential units available on that day have been fully subscribed, with subscribed amount exceeding RMB900 million. Most of these units will have the contracts signed in May 2013.

The Prestige benefits from the prime location of Wuyuan Bay area in Xiamen, with access to the only hot spring source within Xiamen Island. It covers a land area of approximately 37,000 sq.m. with a total planned GFA of approximately 89,000 sq.m. and will be developed into a high-quality bayside residential block comprising high-rise and low-density residential units.



Mr. Wong Chiu Yeung, Chairman of the Board of South China Group, included in the "2013 Hurun List of Philanthropists" and Forbes "2013 China's Top 100 Philanthropists List"

The Hurun Research Institute released the "2013 Hurun List of Philanthropists" on 10 April 2013. Mr. Wong Chiu Yeung, Chairman of the Board of South China Group, made charitable donations totaling RMB39.8 million which went towards fields such as education, culture and poverty relief, ranking him 39th on the list. Meanwhile, Mr. Wong was also included in the Forbes "2013 China's Top 100 Philanthropists List" and became the new "No. 1 Philanthropist in Xiamen" for the year 2012.

While leading the South China Group to deliver excellent results, Mr. Wong never forget his duties as a socially responsible entrepreneur and has given back to society by actively participating in various charitable activities.

Project Development Information

Projects Under Development (As at 30 April 2013)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza • Royal Terrace	Quanzhou	High-rise residential	58	202, 129
Fortune Plaza • World City	Quanzhou	Commercial	58	317, 036
International Finance Center • The Regent	Quanzhou	Residential and commercial	34	256, 196
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267, 676
Sunshine Mansion (Phase 2)	Quanzhou	Residential and commercial	80	172, 156
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	118, 060
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220, 229
Sunshine City	Xiamen	Residential and commercial	100	143, 000
The Prestige	Xiamen	Residential	65	89, 244
Sapphire Boomtown (Phase 2)	Zhangzhou	Residential and commercial	100	163, 033
Royal Spring City • Spring Villa	Anshan	Residential and commercial	70	168, 729
Total				2,117,488

Investment Properties (As at 30 April 2013)

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
Total			76,219

Disclaimer:

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Project Development Information

Projects Held for Future Development (As at 30 April 2013)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500, 785
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 095, 608
International Finance Center (Phase 2)	Quanzhou	Commercial	34	148, 804
Nan'an World City	Quanzhou	Residential and commercial	80	660, 000
SCE Mall	Quanzhou	Residential and commercial	60	297, 529
Sunshine City	Quanzhou	Residential and commercial	100	137, 902
The Prestige	Quanzhou	Residential and commercial	100	111, 972
SCE Plaza	Quanzhou	Residential, commercial and office	51	370, 115
Sunshine Park	Quanzhou	Residential and commercial	51	232, 643
Licheng Project	Quanzhou	Residential and commercial	60	290, 000
Sapphire Boomtown (Phases 3 & 4)	Zhangzhou	Residential and commercial	100	208, 688
Sapphire Boomtown	Longyan	Residential	100	267, 240
Sapphire Boomtown	Nanchang	Residential and commercial	100	310, 000
Sapphire Hill (Phase 1)	Shenzhen	Residential and commercial	63	268, 331
Beijing Project	Beijing	Office 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	100	485, 878
Sapphire Boomtown	Langfang	Residential and commercial	55	424, 777
Total				7,493,606

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.

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Stock Information (As at 30 April 2013)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.95	HK\$1.49-HK\$2.10	HK\$ 5.564 billion	2.8532 billion shares



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