

2014 August 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 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 Bohai Rim Economic Zone, the Yangtze River Delta Economic Zone and the Pearl River Delta Economic Zone.

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Sales Overview

In August 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB837 million and a contracted sales area of 77,148 sq.m., representing a year-on-year increase of 8% and decrease of 5%, respectively. The average selling price for August 2014 was RMB10,846 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB7.247 billion and an accumulated contracted sales area of 790,524 sq.m. for the eight months ended 31 August 2014, representing a year-on-year increase of 4% and 34%, respectively. The average selling price for the eight months ended 31 August 2014 was RMB9,167 per sq.m..

Land Bank

As at 31 August 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.68 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.86 million sq.m.).

Announcement of 2014 Interim Results

On 19 August 2014, China SCE Property announced its interim results for the six months ended 30 June 2014.

For the six months ended 30 June 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB5.605 billion and a contracted sales area of approximately 629,600 sq.m., representing a year-on-year increase of approximately 8.7% and 53.6%, respectively. Revenue decreased by approximately 42.3% to approximately RMB2.148 billion. Gross profit margin increased to 38.6% from 33.2% for the corresponding period in 2013. Profit attributable to owners of the parent decreased by approximately 36.9% to approximately RMB315 million.



Commencement of Construction of Sunshine City Phase 1 in Langfang

Sunshine City Phase 1 in Langfang obtained its construction permit on 22 August 2014, marking the official commencement of its construction. Located in Yanjiao Development Zone of Sanhe in Langfang, Sunshine City occupies a site area of approximately 133,000 sq.m. with a planned GFA exceeding 400,000 sq.m. and is to be developed into a large residential community. Phase 1 occupies a site area of approximately 75,000 sq.m. with a total planned GFA of approximately 240,000 sq.m.. It comprises 16 high-rise residential buildings and ancillary commercial facilities and will be launched to the market in the fourth quarter this year.



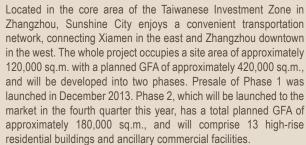
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Commencement of Construction of Sunshine City Phase 2 in Zhangzhou

Sunshine City Phase 2 in Zhangzhou obtained its construction permit on 22 August 2014, marking the official commencement of its construction.





Commencement of Construction of SCE International Community Phase 3 in Linfen

SCE International Community Phase 3 in Linfen obtained its construction permit on 7 August 2014, marking the official commencement of its construction.

Situated in the Economic & Technological Development Zone with a total planned GFA of approximately 570,000 sq.m., the project is to be developed into one of the largest communities in Linfen. Phase 3, which will be launched to the market in the fourth quarter this year, has a planned GFA of approximately 80,000 sq.m., and will comprise 5 high-rise residential buildings and ancillary commercial facilities.





Project Development Information

Projects Under Development (As at 31 August 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268, 331
Sapphire Boomtown	Nanchang	High-rise residential, villas and retail shops	100	301, 225
Fortune Plaza • Marina Bay	Quanzhou	High-rise residential and retail shops	58	233, 151
The Regent	Quanzhou	High-rise residential, office and retail shops	34	256, 196
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)	Shishi	High-rise residential and SOHO apartments	45	287, 744
Gold Coast (Phase 2)	Shishi	SOHO apartments and retail shops	45	77, 045
The Prestige	Shishi	High-rise residential and retail shops	100	111, 972
SCE Mall	Shishi	High-rise residential, SOHO apartments, office and retail shops	60	297, 529
Sunshine Park (Phase 1)	Jinjiang	High-rise residential and retail shops	51	232, 643
Sapphire Residences	Jinjiang	High-rise residential and retail shops	100	163, 885
Sunshine Town (Phase 2)	Nan'an	High-rise residential and retail shops	100	220, 229
Parkview Bay	Nan'an	High-rise residential and retail shops	80	215, 332
Sapphire Boomtown (Phase 2)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	163, 033
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	100	55, 674
SCE International Community (Phase 3)	Linfen	High-rise residential and retail shop	100	81, 822
Total				4,629,120



Projects Held For Future Development (As at 31 August 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Center	Beijing	Office	100	38, 195
The Prestige	Shanghai	High-rise residential, villas and retail shops	100	77, 628
Fortune Plaza • Imperial Terrace	Quanzhou	High-rise residential, SOHO apartments, office, hotel and retail shops	58	267, 634
International Finance Center	Quanzhou	High-rise residential, office and retail shops	34	148, 804
SCE Commercial Center	Quanzhou	High-rise residential and retail shops	100	253, 926
Gold Coast (Except Phases 1 & 2)	Shishi	Residential, commercial and tourism related integrated development	45	814, 647
Sunshine Park (Phase 2)	Jinjiang	High-rise residential and retail shops	51	134, 264
World City	Nan'an	SOHO apartments, office, shopping mall and retail shops	80	444, 668
Sunshine City (Phase 2)	Langfang	High-rise residential and retail shops	55	183, 431
Royal Spring City (Except Phase 1)	Anshan	High-rise residential, SOHO apartments, hotel and retail shops	70	1, 645, 139
SCE International Community (Except Phases 1-3)	Linfen	High-rise residential and retail shops	100	347, 337
Total				4,355,673

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.

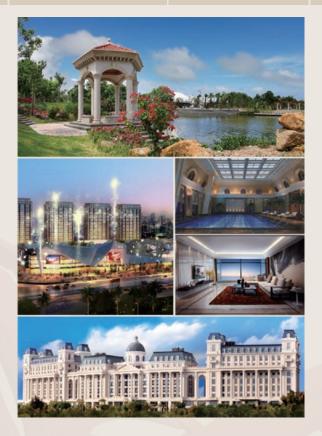
Completed Investment Properties (As at 31 August 2014)

Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Retail shops	31, 337
Green Lake Mansion	Xiamen	Retail shops	937
SCE Building	Xiamen	Office	38, 277
Fortune Plaza • World City	Quanzhou	Shopping Mall	166, 612
Sapphire Peninsula	Jinjiang	Retail shops	7, 440
Total			244,603



Stock Information (As at 29 August 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.47	HK\$1.44-HK\$1.88	HK\$5.033 billion	3.42384 billion shares



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