

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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Latest News

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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Latest News

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.

Located in the core area of the Taiwanese Investment Zone in Zhangzhou, Sunshine City enjoys a convenient transportation network, connecting Xiamen in the east and Zhangzhou downtown in the west. The whole project occupies a site area of approximately 120,000 sq.m. with a planned GFA of approximately 420,000 sq.m., and will be developed into two phases. Presale of Phase 1 was launched in December 2013. Phase 2, which will be launched to the market in the fourth quarter this year, has a total planned GFA of approximately 180,000 sq.m., and will comprise 13 high-rise residential buildings and ancillary commercial facilities.



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 |

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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 |

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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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