

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 China SCE 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 Western Taiwan Strait Economic Zone, Bohai Rim Economic Zone and Pearl River Delta Economic Zone.

Latest News

Project Commenced

Construction of Phase 2 of SCE Building Commenced

On 1 August 2010, the construction of Phase 2 of SCE Building commenced. This project is located in the vicinity of Xiamen Gaoqi Airport, adjacent to Phase 1 of the SCE Building. With a planned GFA of 36,333 sq.m., it is expected to be erected into a 12-storey office building and will be held for future lease.

Residential Launched

Three Additional Residential Buildings of Yujingwan(裕景湾) Launched

Three additional residential buildings of Yujingwan (裕景湾), which is situated in eastern Quanzhou, were officially launched to the market on 21 August 2010. A total of 385 units with a saleable GFA of 46,795 sq.m., were placed on the market, designed to satisfy the needs of a variety of purchasers, with unit sizes ranging from 89 sq.m. (2-bedroom) to 170 sq.m. (4-bedroom).

New Project Opened

Marketing Center of The Regent Debuted

On the evening of 17 August 2010, the opening ceremony of the marketing center of The Regent was held as scheduled. The leaders in the local real estate sector and many well-known media in the West Strait area were attracted to this celebration, and the number of the attending guests exceeded the target. Everyone present basked in the luxurious and elegant atmosphere of the marketing center that evening. The Regent is expected to be put up for pre-sale in the last quarter of this year.



Interim Results For the Six Months Ended 30 June

2010 Announced

On 18 August 2010, the Company held its interim results press conference in HongKong and this was the first interim report since its listing.

For the six months ended 30 June 2010, the Company and its subsidiaries (collectively, the "Group") recorded excellent results, with net profit attributable to shareholders up 110% y-o-y reaching RMB 613 million while core profit attributable to shareholders rose a dramatic 386% over the last corresponding period to RMB 607 million, while basic earnings per share were RMB 22.4 fen. As at 30 June 2010, the net gearing ratio of the Group stood at 23%. During the first half of 2010, the Group sold and delivered 142,829 sq.m. of sales area which contributed RMB 2.06 billion to the revenue, a



spectacular increase of 616% and 309% from the same period in 2009 respectively. With respect to the business performance, the Group sold 193,379 sq.m. of contract sales area and recorded RMB 1.228 billion of contract sales income, representing an excellent growth rate of 118% and 51% over the same period of last year respectively.

Furthermore, the Company decided to pay an interim dividend of HK\$4 cents per ordinary share to the shareholders.

Awards

China SCE Property's outstanding achievements were recognised at the four-day Boao Real Estate Forum concluded on 14 August 2010. The Regent was accredited as one of the "China Top 10 Most Popular Residential Projects in 2010" ("2010年度中國十大風尚樓盤"), while the Fortune Plaza won the honor of "China Major Residential Projects in 2010" ("2010年最具影響力樓盤"). Further recognition of China SCE Property's leadership was being awarded as one of the "China Major Real Estate Developers in 2010" ("2010年最具影響力地產企業").

As one of the most authoritative industry events, and setting the highest standards of professionalism, the Boao Real Estate Forum has been organised ten years in succession. China SCE Property has received high recognition at this year's forum, testimony to the immense respect for China SCE Property's excellent quality and comprehensive progress in development and overall strength within the real estate sector.



Sales Update

In August 2010, the Group realized a contract sales amount of approximately RMB 360 million and contract sales area of approximately 50,687 sq.m., representing a sharp increase of 236.2% and 505.5% over the same period of last year respectively. The Group realized a contract sales amount of approximately RMB 1.848 billion and a contract sales area of approximately 271,229 sq.m. for the eight months ended 31 August 2010, representing an increase of 70.1% and 144.0% over the same period of last year respectively.

Landbank

As at 31 August 2010, the Group together with its jointly-controlled entities and associates, owned a land bank with a planned GFA of approximately 8.58 million sq.m. (the planned GFA attributable to the Group was approximately 6.18 million sq.m.), including a planned GFA of approximately 1.45 million sq.m. for which master agreements had been entered into but the public tender process had not been completed.



Project Development Information

Projects Under Development

(As at 31 August 2010)

| Project Name | City | Type of Property | Company's Equity Interest (%) | Total Planned GFA (sq.m.) |
|---------------------------------------|----------|------------------------------|-------------------------------|---------------------------|
| Fortune Plaza•Yujingwan (裕景湾) | Quanzhou | Residential and commercial | 58 | 300,398 |
| West Lake No.1 | Quanzhou | Residential and commercial | 100 | 198,782 |
| Sapphire Uptown | Quanzhou | Residential and commercial | 51 | 105,623 |
| Sunshine Town (Phase 1)(Block 1-8) | Quanzhou | Residential and commercial | 100 | 60,063 |
| Sunshine Town (Phase 1)(Block 9-17) | Quanzhou | Residential and commercial | 100 | 152,634 |
| Sapphire Peninsula (Phase 1) | Quanzhou | Residential and commercial | 100 | 141,213 |
| Purple Lake International(Phase 1) | Quanzhou | Residential (Low density) | 49 | 62,217 |
| Fortune Plaza•Yongjingtai (雍景台) | Quanzhou | Residential (Low density) | 58 | 249,436 |
| The Regent | Xiamen | Residential (Fine-furnished) | 60 | 85,192 |
| SCE Building (Phase 2) | Xiamen | Office | 95 | 36,333 |
| SCE International Community (Phase 1) | Linfen | Residential and commercial | 80 | 82,809 |
| Total | | | | 1,474,700 |

Projects Held for Future Development

(As at 31 August 2010)

| Project Name | City | Type of Property | Company's Equity Interest (%) | Total Planned GFA (sq.m.) |
|---|-----------|--|-------------------------------|---------------------------|
| Fortune Plaza (Phase 3 & 4) | Quanzhou | Residential, commercial, office and hotel | 58 | 817,821 |
| Sunshine Town (Phase 2) | Quanzhou | Residential and commercial | 100 | 220,229 |
| Sapphire Peninsula (Phase 2) | Quanzhou | Residential and commercial | 100 | 126,463 |
| Sunshine Home (四季家园) | Quanzhou | Residential and commercial | 80 | 300,641 |
| Purple Lake International(Phase 2) | Quanzhou | Residential (Low density) | 49 | 60,982 |
| Minnan Golden Coast | Quanzhou | Residential, commercial and tourism related integrated development | 45 | 1,256,400 |
| Sapphire Boomtown | Zhangzhou | Residential and commercial | 80 | 520,299 |
| SCE International Community (Phase 2 & 3) | Linfen | Residential and commercial | 80 | 485,878 |
| Anshan Project (天峰御泉) | Anshan | Residential and commercial | 70 | 1,813,868 |
| Beijing Project (北京德勝公館) | Beijing | Residential and commercial | 100 | 38,195 |
| Total | | | | 5,640,776 |

Note: Projects held for future development do not include those projects for which master agreements had been entered into but had not gone through any public tender process.



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HKEx Stock Code:1966.HK
China Top 100 Real Estate Developer

2010

August Newsletter



Investment Properties

(As at 31 August 2010)

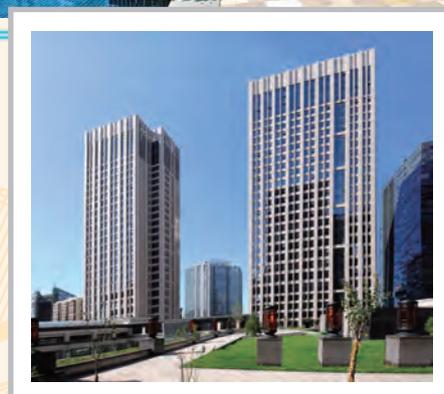
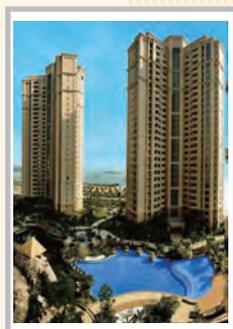
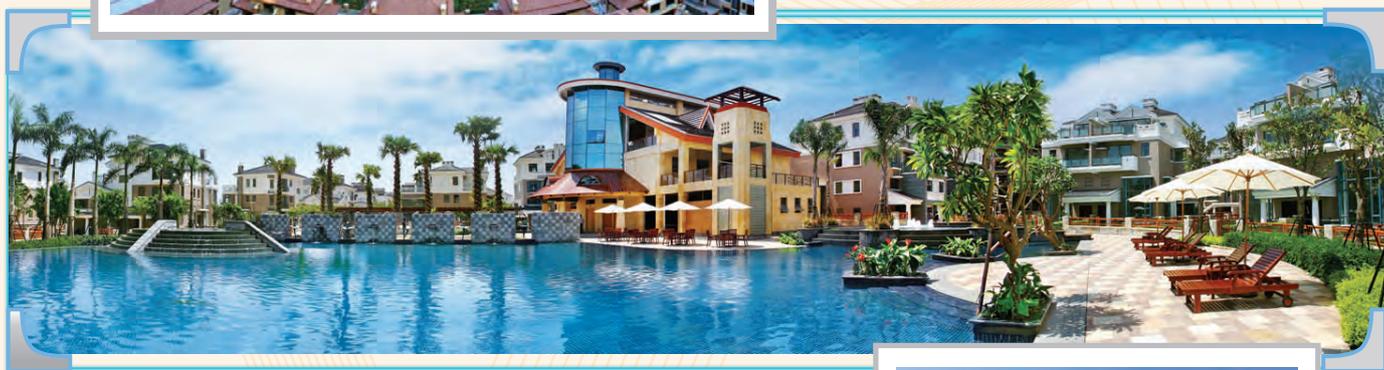
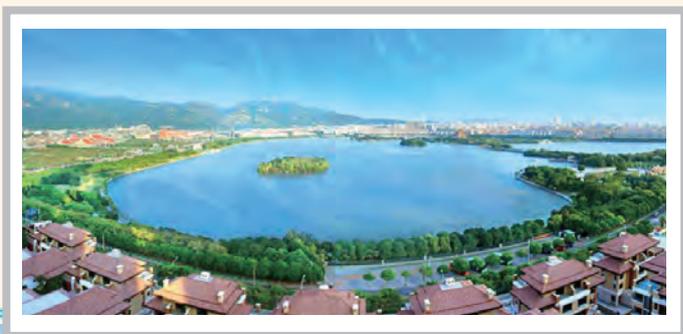
| Project Name | City | Type of Property | Total GFA (sq.m.) |
|------------------------|---------|------------------|----------------------|
| World City | Beijing | Commercial | 31,874 |
| Green Lake Mansion | Xiamen | Commercial | 937 |
| SCE Building (Phase 1) | Xiamen | Office | 6,637 |
| Total | | | 39,448 |

Stock Information



(As at 31 August 2010)

| Price per Share(Closing) | Highest During Period | Lowest During Period | Market Capitalization | Total Number of Shares |
|--------------------------|-----------------------|----------------------|-----------------------|------------------------|
| HK\$ 2.21 | HK\$ 2.99 | HK\$ 1.90 | HK\$6.306 billion | 2.8532 billion shares |



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