



2011 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 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

Launch of Sapphire Villa Phase 1 in Tangshan

The Royal Clubhouse at Sapphire Villa in Tangshan was opened to the public on 6 August 2011 in the build-up to the official launch of Sapphire Villa on 19 August, with 72 low-density luxury residential units offered in the first batch. The debut has attracted more than a thousand of celebrities and potential customers from various sectors.



Two Additional Residential Buildings of Provence Town in Xiamen Launched



Two additional residential buildings of Provence Town in Xiang'an, Xiamen were launched on 21 August 2011, offering 122 residential units, which mainly include two-bedroom and three-bedroom suites with sizes ranging from 81 to 129 sq.m. A grand opening ceremony was held at the project site that day and attracted attention of the prospective buyers.

Gold Coast in Shishi Awarded as "2011 China Most Influential Project in Bay Area"

On 16 August 2011, China SCE's Gold Coast in Shishi was awarded as the "2011 Most Influential Project in Bay Area in China" at the award presentation ceremony of "2011 China Boao Real Fashion Awards"

Gold Coast is located at Yongning Town, Shishi City in Quanzhou with a site area of approximately 1,200,000 sq.m. The project will be built into a complex integrating residential, commercial, tourism, leisure and shopping facilities and has been hailed as a "World Class Bay Area Complex" in the Western Taiwan Strait Economic Zone.



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Latest News

Royal Spring City in Anshan Acknowledged as one of the “2011 Top Ten Real Estate Project in Anshan”

On 23 August 2011, Royal Spring City in Anshan was nominated as one of the “2011 Top Ten Real Estate Projects in Anshan” in an event organised by the Anshan Newspaper Group. The event aims to provide a useful reference for property buyers by identifying high quality real estate brands in the challenging market.



2011 FIVB World Grand Prix Quanzhou Station Held at Quanzhou Straits Sports Centre

FIVB Volleyball World Grand Prix Quanzhou Station was held at Quanzhou Straits Sports Centre (the “Centre”) from 12 to 14 August 2011. The event was the largest international sports tournament ever held in Quanzhou. The Quanzhou Straits Sports Centre is operated by a subsidiary of China SCE. The success of the competition has demonstrated the strong management capability of the Centre to organise major sports events.



Announcement of 2011 Interim Results

On 18 August 2011, the Company held a Board meeting and announced its interim results for the six months ended 30 June 2011 in Hong Kong. The investor presentation was held on 19 August.

During the first half of 2011, the Group recorded a loss of RMB103 million with no dividend to be distributed. The reasons for the loss were mainly because no new projects were completed and the issue of RMB2 billion senior notes which has resulted a boost in finance costs during the period.

According to the Group’s development plan, most of the projects are to be completed and delivered in the second half of 2011. The Group maintained a strong and healthy financial position and operations with approximately RMB3.45 billion of cash and bank balances and a low gearing ratio of 36.6% as at 30 June 2011. The Group also achieved satisfactory contract sales, which has more than doubled as compared with the corresponding period last year.



Latest News

China SCE Develops The First Urban Complex Project in Nan'an

On 24 August 2011, the Company acquired a parcel of land in Nan'an, Quanzhou via its subsidiary by submitting a successful bid. The transaction price was approximately RMB349 million.

The newly acquired parcel of land is located at Nan'an, Quanzhou within Fujian Province, and is close to the bus station, railway station and a highway entrance. The new land, which enjoys highly convenient transportation access, possesses strong potential for future development. It occupies a site area of more than 160,000 sq.m., with a total planned GFA of approximately 660,000 sq.m. It marks another success for China SCE in securing a large scale urban complex in Quanzhou, following the development of Fortune Plaza in the same region. The land parcel is expected to be developed as a large scale urban complex comprising offices, a shopping centre, entertainment facilities and high-quality residential units.

South China Group Proudly Nominated as one of the "2011 Top 100 Enterprises in Fujian"

On 30 August 2011, South China Group (comprising three core member companies including South China Electric Holding Limited, South China Electric Development Limited and the Group) ranked 23rd among the "2011 Top 100 Enterprises in Fujian" with a turnover of more than RMB10 billion.

The award has underscored the rising role of South China Group as one of the key forces in the development of the Western Taiwan Strait Economic Zone.



Sales Update

In August 2011, the Group realised a contract sales amount of approximately RMB397 million, an increase of 10% y-o-y; while the contract sales area was approximately 40,705 sq.m., down 20% over the corresponding period of last year. The Group realised a contract sales amount of approximately RMB 3.61 billion and a contract sales area of approximately 412,487 sq.m. for the eight months ended 31 August 2011, representing an increase of 96% and 52% over the corresponding period of last year, respectively.

Landbank

As at 31 August 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 8.59 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.13 million sq.m.), including a planned GFA of approximately 0.42 million sq.m. for which master agreement has been entered into but the public tender process had not been completed.

Project Development Information

Projects Under Development (As at 31 August 2011)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza · Parkview Bay	Quanzhou	Residential and commercial	58	300,398
Fortune Plaza · Royal Terrace	Quanzhou	High-rise and low-density residential	58	249,436
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
Sapphire Peninsula (Phase 2)	Quanzhou	Residential and commercial	100	126,463
Purple Lake International Golf Villa (Phase 1)	Quanzhou	Residential (Low-density)	49	62,217
Sunshine Mansion	Quanzhou	Residential and commercial	80	300,641
The Regent	Xiamen	High-rise and low-density residential	60	85,192
SCE Building (Phase 2)	Xiamen	Office	100	36,333
Provence Town	Xiamen	Residential and commercial	90	142,930
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	100	148,578
SCE International Community · Central Park	Linfen	Residential and commercial	90	82,809
Sapphire Villa (Phase 1)	Tangshan	Residential (Low-density)	100	64,911
Total				1,893,755

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Project Development Information

Projects Held for Future Development (As at 31 August 2011)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 3 & 4)	Quanzhou	Residential, commercial, office and hotel	58	817, 821
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220, 229
Purple Lake International Golf Villa (Phase 2)	Quanzhou	Residential (Low-density)	49	60, 982
Gold Coast	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 256, 400
Sapphire Boomtown (Phases 2, 3 & 4)	Zhangzhou	Residential and commercial	100	371, 721
SCE International Community (Phases 2 & 3)	Linfen	Residential and commercial	90	485, 878
Royal Spring City	Anshan	Residential and commercial	70	1, 813, 868
Beijing Project	Beijing	Residential and commercial	100	38, 195
Quanzhou Puxi No.3 Project	Quanzhou	Residential and commercial	34	405, 000
Jimei Project	Xiamen	Residential and commercial	100	143, 000
Quanzhou Nan'an Project	Quanzhou	Residential and commercial	100	660, 000
Total				6,273,094

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

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Project Development Information

Investment Properties (As at 31 August 2011)

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

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Stock Information

Stock Information (As at 31 August 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 1.89	HK\$ 1.76-HK\$ 2.35	HK\$ 5.393 billion	2.8532 billion shares



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