

2012

2012 **December** 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

Wins Bid for a Residential-cum-Commercial Use Land Parcel in Jiangnan New District, Quanzhou City

On 17 December 2012, a subsidiary of China SCE Property won the bid for a residential-cum-commercial use land parcel in Jiangnan New District, Quanzhou City, at a consideration of RMB301 million with an accommodation value of approximately RMB2,730 per sq.m.

Located in north of Sunjiang Road in Jiangnan New District, the land parcel is surrounded by extensive commercial facilities and educational institutes as well as convenient transportation. It covers a land area of approximately 37,000 sq.m., with a planned GFA of approximately 110,000 sq.m., and is to be developed into an integrated project comprising residential and commercial units and office spaces.

Acquires 55% Equity Interest in Sanhe Hengmei Real Estate Co., Ltd.

In December 2012, China SCE Property injected RMB55 million into Sanhe Hengmei Real Estate Co., Ltd. (the "Joint Venture Company") through its subsidiary. Upon the completion of acquisition, China SCE Property holds 55% equity interest in the Joint Venture Company.

The Joint Venture Company is intended to develop a land parcel in Yanjiao Development Zone, Langfang City, Hebei Province, which occupies a site area of approximately 133,000 sq.m. with a planned GFA of approximately 333,000 sq.m. The land parcel is to be developed into a large-scale residential community.

Construction Permit of Phase 2 of Sapphire Boomtown Obtained

Phase 2 of Sapphire Boomtown successfully obtained its construction permit on 12 December 2012. Sapphire Boomtown is located at the south of Shuixian Avenue in Zhangzhou City. The project occupies a site area of approximately 240,000 sq.m. with a planned GFA exceeding 500,000 sq.m., which will be developed into a large-scale residential community. Phase 2 of it owns a total planned GFA of approximately 160,000 sq.m. and will comprise 13 high-rise residential buildings and 1 SOHO apartment building.

Wins the Honor of "2012 Benchmark Listed Enterprise"

The 2012 New Real Estate Annual Conference organized by New Real Estate Magazine, one of the authoritative real estate magazines in China, was held in Beijing on 20 December 2012.

Judging from its comprehensive assessment including profitability, risk management and growth potential, China SCE Property was awarded the honor of "2012 Benchmark Listed Enterprise", remarking once again the recognition of the Company within real estate sector in China.

Latest News

Sales Update

In December 2012, the Group realized a contract sales amount of approximately RMB806 million and a contract sales area of 91,184 sq.m., representing a sharp increase of 626% and 609% over the corresponding period of last year. The Group realized a contract sales amount of approximately RMB6.016 billion and a contract sales area of 669,410 sq.m. for the year ended 31 December 2012, representing an increase of 32% and 30% over last year respectively. The accumulated contract sales of the year exceeds approximately 50% of the annual sales target (RMB4 billion).

Land Bank

As at 31 December 2012, the Group owned a land bank with an aggregate planned GFA of approximately 8.60 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.98 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 December 2012)

Project Name	City	Type of Property	Company'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 (Phase 1)	Quanzhou	Residential	34	256, 196
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267, 676
Sunshine Mansion	Quanzhou	Residential and commercial	80	172, 156
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160, 792
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				1,939,991

Disclaimer:

This newsletter provides the investors with unaudited financial data. As a result, it is for reference only.

Project Development Information

Projects Held for Future Development (As at 31 December 2012)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500, 785
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220, 229
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
Shishi Project	Quanzhou	Residential and commercial	60	297, 529
Quanzhou Project	Quanzhou	Residential and commercial	100	110, 256
Sapphire Boomtown (Phases 3 & 4)	Zhangzhou	Residential and commercial	100	208, 688
Longyan Project	Longyan	Residential	100	267, 240
Beijing Project	Beijing	Residential 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	90	485, 878
Hebei Project	Langfang	Residential and commercial	55	333, 333
Total				6,011,684

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.

Investment Properties (As at 31 December 2012)

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

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Stock Information (As at 31 December 2012)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.91	HK\$1.40-HK\$1.96	HK\$5.450 billion	2.8532 billion shares



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