

2014 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 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.



Scan this QR Code or search "SCE1966HK" in WeChat for the latest Company information

Latest News

Sales Update

In December 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.726 billion and a contracted sales area of 192,589 sq.m., representing a year-on-year increase of 168% and 214%, respectively. The average selling price for December 2014 was RMB8,964 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB11.908 billion and an accumulated contracted sales area of 1,304,590 sq.m. for the year ended 31 December 2014, representing a year-on-year increase of 10% and 28%, respectively. The average selling price for 2014 was RMB9,128 per sq.m..

Land Bank

As at 31 December 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.45 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.65 million sq.m.).

Commencement of Construction of The Prestige in Shanghai

The Prestige in Shanghai obtained its construction permit on 29 December 2014, marking the official commencement of its construction.

The Prestige is located in the core area of Putuo District in Shanghai, with a total planned GFA of approximately 78,000 sq.m.. It will be developed into a high-end fine-furnished residential community comprising 7 high-rise residential buildings and 31 townhouses. It is expected to be launched to the market in the third quarter of 2015.



Commencement of Construction of SCE Plaza Phase 1 in Shanghai

SCE Plaza Phase 1 in Shanghai obtained its construction permit on 8 December 2014, marking the official commencement of its construction.

SCE Plaza is located in Shanghai Hongqiao Central Business District and is close to Shanghai Hongqiao Railway Station and Shanghai Hongqiao International Airport. It occupies a site area of approximately 100,000 sq.m. with a total planned GFA of exceeding 400,000 sq.m., and will be developed into an office-cum-commercial complex. Phase 1 of it has a total planned GFA of approximately 220,000 sq.m. and is expected to be launched to the market in the third quarter of 2015.



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Latest News

Vice Chairman of the Board of Directors Increases His Shareholding of China SCE Property (1966.HK)

Mr. Chen Yuanlai, the Vice Chairman of the Board of China SCE Property, had purchased 20,000,000 ordinary shares of the Company in the market from 29 December 2014 to 5 January 2015. Immediately after completion of the purchases, Mr. Chen held 164,000,000 shares, representing approximately 4.79% of the entire issued share capital of the Company.

Awarded as One of the "2014 Leading Real Estate Enterprises in China"

The result of "2014 Real Estate Honor Roll in China" (2014年度中國地產榮譽榜) organized by mainstream media in China was announced in Shanghai on 18 December 2014. China SCE Property was awarded as one of the "2014 Leading Real Estate Enterprises in China" (2014中國房地產領軍企業) in the event, which marked a further recognition of the Group's leadership in the real estate industry.

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Project Development Information

Projects Under Development (As at 31 December 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
The Prestige	Shanghai	High-rise residential and villas	100	78,402
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
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) (Partial)	Shishi	High-rise residential and retail shops	45	124,276
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 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	70	55,674
SCE International Community (Phase 3)	Linfen	High-rise residential and retail shops	70	81,822
Total				3,891,674

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

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
SCE Building	Beijing	Office	100	38,195
Marina Bay	Shanghai	High-rise residential and villas	100	130,781
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 Plaza	Quanzhou	High-rise residential, SOHO apartments, office 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
Zhangzhou Project	Zhangzhou	High-rise residential and retail shops	75	157,304
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	70	347,337
Total				4,566,130

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 December 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 31 December 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.62	HK\$1.39-HK\$1.84	HK\$5.547 billion	3.42384 billion shares



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