



2011 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 centralised 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

Construction Permit of Spring Villa Obtained

Spring Villa, Phase 1 of Royal Spring City in Anshan, obtained its construction permit in December 2011. Located on Anhai Road west in Anshan, Royal Spring City is easily accessible to the renowned Tanggangzi Hot Spring. Spring Villa, Phase 1 of this project, occupies a total planned GFA of approximately 170,000 sq.m., and is to comprise 297 low-density residential units.

Transferring of 20% Equity Interest of Nan'an Junhong Real Estate Development Co., Ltd. ("Nan'an Junhong")

In December 2011, China SCE Property transferred 20% equity interest of its indirectly wholly-owned subsidiary Nan'an Junhong to an independent third party at a consideration of RMB 30 million. Nan'an Junhong is intended to be used for the development of land plot 2011G14 in Nan'an.

The land plot is located in Nan'an City in Quanzhou, a prime location with huge development potential close to bus terminal, railway station and a highway entrance. The site covers a land area of more than 160,000 sq.m. with a total planned GFA of approximately 660,000 sq.m. The site will be developed into a large scale urban complex comprising offices, a shopping centre, entertainment facilities and residential units.

Sales Update

In December 2011, the Group realized a contract sales amount of approximately RMB 110 million, while the contract sales area was 12,863 sq.m. The Group realized a contract sales amount of approximately RMB 4.57 billion and a contract sales area of 513,922 sq.m. for the year ended 31 December 2011, representing an increase of 27% and 5% over last year respectively.

Landbank

As at 31 December 2011, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 7.99 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.54 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.

Disclaimer:

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

Project Development Information

Projects Under Development (As at 31 December 2011)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza · Royal Terrace	Quanzhou	High-rise and low-density residential	58	202, 129
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267, 676
Purple Lake International Golf Villa (Phase 1)	Quanzhou	Residential (Low-density)	49	62, 217
Sunshine Mansion	Quanzhou	Residential and commercial	80	300, 641
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	160, 792
The Regent	Xiamen	High-rise and low-density residential	60	66, 084
Provence Town	Xiamen	Residential and commercial	90	142, 930
Sapphire Boomtown (Phase 1)	Zhangzhou	Residential and commercial	100	20, 895
Sapphire Villa (Phase 1)	Tangshan	Residential (Low-density)	100	64, 911
Royal Spring City·Spring Villa	Anshan	Residential and commercial	70	168, 729
Total				1,457,004

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Project Development Information

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

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 3,4 & 5)	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 (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1, 095, 608
Quanzhou Puxi No.3 Project	Quanzhou	Residential and commercial	34	405, 000
Quanzhou Nan'an Project	Quanzhou	Residential and commercial	80	660, 000
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 (Except Phase 1)	Anshan	Residential and commercial	70	1, 645, 139
Beijing Project	Beijing	Residential and commercial	100	38, 195
Jimei Project	Xiamen	Residential and commercial	100	143, 000
Total				5,943,573

Note: Projects held for future development do not include the project 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 December 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
SCE Building (Phase 2)	Xiamen	Office	36,333
Total			75,781

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Stock Information

Stock Information (As at 30 December 2011)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$ 1.59	HK\$ 1.40-HK\$ 2.25	HK\$ 4.537 billion	2.8532 billion shares



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