

2012

2012 February 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 Western Taiwan Strait Economic Zone, Bohai Rim Economic Zone and Pearl River Delta Economic Zone.

Latest News

Commercial Units of Sunshine Mansion Recorded Robust Sales

Located in Nan'an City of Quanzhou, Sunshine Mansion reported encouraging sales of its commercial units recently. In February 2012, 59 transactions were recorded, generating total contract sales of approximately RMB 40 million. As at 29 February 2012, the cumulative contract sales of the commercial units amounted to approximately RMB130 million with a sell-through rate of nearly 60%.

Sunshine Mansion is located at the junction of Liunan Road and Nanda Road of Nan'an City of Quanzhou, with a total planned GFA of approximately 300,000 sq.m. The site is to be developed into a large-scale residential community.

Sapphire Peninsula Launches Two More Residential Buildings

In February 2012, Sapphire Peninsula launched two additional high-rise residential buildings, providing a total of 162 residential units, mainly two-bedroom units and three-bedroom units with the sizes ranging from 89 sq.m. to 130 sq.m.

Sapphire Peninsula is located in the southern end of Quanzhou Bridge within Binjiang Commercial District in Quanzhou, with a total planned GFA of approximately 270,000 sq.m. This project is planned to be completed in 2013.

Sales Update

In February 2012, the Group realized a contract sales amount of approximately RMB 204 million, while the contract sales area was 23,811 sq.m., representing an increase of 143% and 107% m-o-m, respectively. The Group realized a contract sales amount of approximately RMB 289 million and a contract sales area of 35,288 sq.m. for the two months ended 29 February 2012.

Landbank

As at 29 February 2012, 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.

Project Development Information

Projects Under Development (As at 29 February 2012)

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 (Phase 1)	Quanzhou	Low-density residential	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	Low-density residential	100	64, 911
Royal Spring City - Spring Villa	Anshan	Residential and commercial	70	168, 729
Total				1,457,004

Project Development Information

Projects Held for Future Development (As at 29 February 2012)

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 (Phase 2)	Quanzhou	Low-density residential	49	60,982
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1,095,608
International Finance Center	Quanzhou	Residential and commercial	34	405,000
World City	Quanzhou	Residential and commercial	80	660,000
Sunshine City	Xiamen	Residential and commercial	100	143,000
Sapphire Boomtown (Phases 2,3 & 4)	Zhangzhou	Residential and commercial	100	371,721
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
Total				5,943,573

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 29 February 2012)

Project Name	City	Type of Property	Total GFA (sq.m.)
World City	Beijing	Commercial	31,874
World City	Beijing	Residential	438
Green Lake Mansion	Xiamen	Commercial	937
SCE Building (Phase 1)	Xiamen	Office	6,637
SCE Building (Phase 2)	Xiamen	Office	36,333
Total			76,219

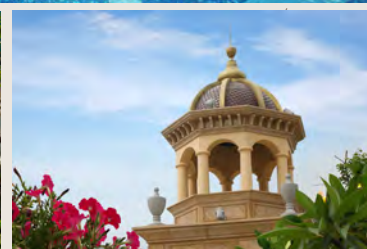
Disclaimer:

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

Stock Information

Stock Information (As at 29 February 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.75	HK\$1.40-HK\$2.10	HK\$4.993 billion	2.8532 billion shares



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