

2014 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 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.



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Latest News

Sales Overview

In February 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB 934 million and a contracted sales area of 126,247 sq.m., representing a year-on-year increase of 129% and 159%, respectively. The average selling price for February 2014 was RMB 7,397 per sq.m.. The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB1.958 billion and an accumulated contracted sales area of 220,669 sq.m. for the two months ended 28 February 2014, representing a year-on-year increase of 136% and 132%, respectively. The average selling price for the two months ended 28 February 2014 was RMB 8,873 per sq.m..

Land Bank

As at 28 February 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.92 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 7.04 million sq.m.).

Grand Launch of Pre-sale of Sunshine Park Phase 1 in Jinjiang, Quanzhou

On 22 February 2014, Sunshine Park Phase 1 in Jinjiang, Quanzhou has commenced pre-sale, generating a keen market interest. 500 high-rise residential units, mainly two-room to three-room units with areas ranging from 62 sq.m. to 105 sq.m., were launched on the debut day with over 80% of the units subscribed, recording a subscription amount of approximately RMB280 million.

Sunshine Park Phase 1 is located in the core area of Binjiang New District, Chidian Town, Jinjiang, adjacent to Citong Bridge. The project covers a site area of approximately 52,000 sq.m. with a planned GFA of approximately 230,000 sq.m. It comprises 15 high-rise residential buildings and ancillary commercial facilities.



Brand Name of China SCE Property Affirmed as the "Well-known Trademarks in China"

On 19 February 2014, brand name of Xiamen Zhongjun Industrial Co., Ltd., a wholly-owned subsidiary of China SCE Property, has been affirmed as one of the "Well-known Trademarks in China" granted by the State Administration for Industry & Commerce of the People's Republic of China, representing a new leap achieved by China SCE Property's brand name. The Company would grasp this opportunity to further enlarge the visibility of the brand and continue to enhance its brand image.

Project Development Information

Projects Under Development (As at 28 February 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268,331
The Prestige (High-rise Portion)	Xiamen	High-rise residential	65	71,236
Sapphire Boomtown	Nanchang	High-rise residential, villas and retail shops	100	301,225
Fortune Plaza • Marina Bay	Quanzhou	High-rise residential and retail shops	58	233,151
The Regent	Quanzhou	High-rise residential, office and retail shops	34	256,196
Sunshine City	Quanzhou	High-rise residential, SOHO apartments and retail shops	100	137,902
Gold Coast (Phase 1)	Shishi	High-rise residential and SOHO apartments	45	287,744
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
Sunshine Town (Phase 2)	Nan'an	High-rise residential and retail shops	100	220,229
World City • Parkview Bay	Nan'an	High-rise residential and retail shops	80	215,332
Sapphire Boomtown (Phase 2)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	163,033
Sunshine City (Phase 1)	Zhangzhou	High-rise residential and retail shops	70	242,820
Sapphire Boomtown	Longyan	High-rise residential	100	267,240
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	100	55,674
Total				3,497,791

Disclaimer:

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Projects Held for Future Development (As at 28 February 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Beijing Project	Beijing	Office	100	38,195
Putuo District Project	Shanghai	High-rise residential, villas and retail shops	100	77,628
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 Mall	Quanzhou	High-rise residential, SOHO apartments, office, fruit wholesale market and retail shops	60	290,000
SCE Commercial Center	Quanzhou	High-rise residential and retail shops	100	253,926
Gold Coast (Except Phase 1)	Shishi	Residential, commercial and tourism related integrated development	45	891,692
Sapphire Residences	Jinjiang	High-rise residential and retail shops	100	163,633
Sunshine Park (Phase 2)	Jinjiang	High-rise residential and retail shops	51	134,264
World City (Except Parkview Bay)	Nan'an	SOHO apartments, office, shopping mall and retail shops	80	444,668
Sapphire Boomtown (Phases 3 & 4)	Zhangzhou	High-rise residential, SOHO apartments and retail shops	100	208,688
Sunshine City (Phase 2)	Zhangzhou	High-rise residential and retail shops	70	186,496
Sunshine City	Langfang	High-rise residential and retail shops	55	424,777
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 & 2)	Linfen	High-rise residential and retail shops	100	430,204
Total				5,605,748

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 28 February 2014)

Project Name	City	Type of Property	Total Planned 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 28 February 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.73	HK\$1.38-HK\$1.88	HK\$5.923 billion	3.42384 billion shares



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