

# 2015 February Newsletter

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## 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 Yangtze River Delta Economic Zone, the Bohai Rim Economic Zone and the Pearl River Delta Economic Zone.



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## Latest News

### *Sales Update*

In February 2015, the Group and its joint ventures achieved a contracted sales amount of approximately RMB502 million and a contracted sales area of 62,244 sq.m., representing a year-on-year decrease of 46% and 51%, respectively. The average selling price for February 2015 was RMB8,072 per sq.m..

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB1.133 billion and an accumulated contracted sales area of 136,897 sq.m. for the two months ended 28 February 2015, representing a year-on-year decrease of 42% and 38%, respectively. The average selling price for the two months ended 28 February 2015 was RMB8,273 per sq.m..

### *Land Bank*

As at 28 February 2015, the Group and its joint ventures owned a land bank with an aggregate planned GFA of approximately 10.44 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 7.02 million sq.m.).

### *Commencement of Construction of Sunshine Park Phase 2 in Jinjiang, Quanzhou*

On 15 February 2015, Sunshine Park Phase 2 in Jinjiang, Quanzhou obtained its construction permit, marking the official commencement of its construction.

Sunshine Park Phase 2 enjoys superb transportation convenience as it is located at the southern side of Fengchi Road, Jinjiang and near Citong Bridge. The project occupies a site area of approximately 27,000 sq.m. with a planned GFA of approximately 130,000 sq.m.. It will comprise 8 high-rise residential buildings and ancillary commercial facilities, and it is expected to be launched for pre-sale in the third quarter this year. Phase 1 of Sunshine Park has commenced pre-sale since February 2014, receiving overwhelming responses and will be ready for delivery later this year.

#### 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 28 February 2015)

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
SCE Plaza (Phase 1)	Shanghai	Office and retail shops	50	219,650
Sunshine City (Phase 1)	Shenzhen	High-rise residential and retail shops	63	268,331
Haicang Vanke Dream Town (Phases 2-5)	Xiamen	High-rise residential and retail shops	20	379,098
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)	Quanzhou	High-rise residential and retail shops	45	124,276
Gold Coast (Phase 2)	Quanzhou	SOHO apartments and retail shops	45	77,045
The Prestige	Quanzhou	High-rise residential and retail shops	100	111,972
SCE Mall (Shishi)	Quanzhou	High-rise residential, SOHO apartments, office and retail shops	60	297,529
Sunshine Park (Phase 1)	Quanzhou	High-rise residential and retail shops	51	232,643
Sunshine Park (Phase 2)	Quanzhou	High-rise residential and retail shops	51	129,613
Sapphire Residences	Quanzhou	High-rise residential and retail shops	100	163,885
Sunshine Town (Phase 2)	Quanzhou	High-rise residential and retail shops	100	220,229
Parkview Bay	Quanzhou	High-rise residential and retail shops	80	215,332
Purple Lake International Golf Villa (Partial)	Quanzhou	High-rise residential and villas	49	56,081
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
<b>Total</b>				<b>4,676,116</b>

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## Stock Information (As at 27 February 2015)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.46	HK\$1.33-HK\$1.82	HK\$4.999 billion	3.42384 billion shares



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