

2013

2013 **January** 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 West Taiwan Strait Economic Zone, Bohai Rim Economic Zone and Pearl River Delta Economic Zone.

## Latest News

### ***Issuance of Additional Senior Notes US\$ 150 Million***

On 23 January 2013, the Company successfully issued additional senior notes of US\$150 million with 11.50% interest rate due in 2017 to institutional investors. The offer price is 108% that of the principal amount of the notes, bearing an implied yield of approximately 9.38%. These additional notes are to be consolidated to form a single series of notes together with the original senior notes of US\$200 million with 11.50% interest rate issued by the Company on 14 November 2012.

The net proceeds from the issuance of the additional notes amounted to approximately US\$159 million, which will be used to finance new and existing projects and for general corporate purposes.

### ***Wins bid for a Land Parcel in Shishi City, Quanzhou***

On 11 January 2013, the Company successfully secured the bid for a residential-cum-retail land plot in Shishi City, Quanzhou at a consideration of RMB301 million via a wholly-owned subsidiary. The land parcel is located at south of Baodao Road in Shishi City, covering a land area of approximately 29,000 sq.m. with a total planned GFA of approximately 110,000 sq.m.

### ***Showhouses of Phase 2 of Sapphire Boomtown in Zhangzhou Opened to the Public***

On 1 January 2013, showhouses of Phase 2 of Sapphire Boomtown were open to the public, which attracted the attention of many potential customers. Phase 2 of Sapphire Boomtown has a total planned GFA of approximately 160,000 sq.m., which will be developed into 13 blocks of high-rise residential buildings and one block of SOHO apartment. To be positioned as a residential community for young people, unit sizes of most of the residential units range from 72 to 126 sq.m.

Located at the south of Shuixian Avenue in Zhangzhou City, Sapphire Boomtown is to be developed into a large-scale residential community in Zhangzhou. The project occupies a site area of approximately 240,000 sq.m., with a total planned GFA exceeding 500,000 sq.m. Phase 2 of Sapphire Boomtown is expected to be launched for pre-sale in March of 2013.



## Latest News

### ***Grand Opening of Marketing Center and Hot-spring Clubhouse of The Prestige in Xiamen***

The marketing center of The Prestige and its featured hot-spring clubhouse opened to the public on 26 January 2013. Its hot-spring living concept has successfully aroused the attention of many potential high-end customers.

The Prestige is located close to Wuyuan Bay in Xiamen which enjoys the only hot-spring resource within the Island and will be developed into a high-end bay-view residential property. It occupies a land area of approximately 37,000 sq.m. and a total planned GFA of approximately 89,000 sq.m. It is to be launched for pre-sale in March of 2013.



### ***Phase 1 of International Finance Center (The Regent) Opened to the Public***

On 26 January 2013, Phase 1 of International Finance Center (The Regent) was opened to the market with its showrooms opened at the same time.

Located to the south of Baozhou Road East in Quanzhou, International Finance Center, overlooking an excellent river-and-lake view, is surrounded by a wide array of commercial facilities and educational institutions, and enjoys convenient transportation access. With a total planned GFA of approximately 400,000 sq.m., the project comprises residential buildings, retail shops, office spaces and a shopping center. Phase 1, comprising eight high-rise residential buildings and ancillary commercial area, has a total planned GFA of approximately 260,000 sq.m. It is to be launched for pre-sale in March of 2013.

## Latest News

### ***Inclusion Among the “China’s Top 100 Real Estate Enterprises in 2012”***

“The City Guandian Forum 2012” was held in Guangzhou during 8-10 January 2013. China SCE Property was honored at the event with inclusion among “China’s Top 100 Real Estate Enterprises in 2012”. The Forum was jointly organized by China’s leading professional property media “Guandian” and various mainstream media, property companies and financial institutions.



### ***Garners Three Awards on “2012 Real Estate Honor List in West Taiwan Strait Economic Zone (China)”***

The award-presentation ceremony of the “2012 Real Estate Honor List in West Taiwan Strait Economic Zone (China)” was held in Xiamen on 6 January 2013. The organizer presented the award of the “2012 Leading Real Estate Enterprise in West Taiwan Strait Economic Zone” to China SCE Property after a comprehensive assessment of a range of criteria including annual results and consolidated capability as well as through a public poll. In addition, the excellent leadership and positive influence of Mr Li Wei, Executive Vice President of the Company, has singled him out as the “2012 Personnel of the Year of Real Estate Sector in West Taiwan Strait Economic Zone” from among many other managements in property enterprises. In addition, The Prestige, a high-end residential project developed by the Company in Wuyuan Bay, Xiamen, was honored as the “2012 Model Property in West Taiwan Strait Economic Zone.” These three awards have underscored the high recognition and respect of the Company within the real estate sector.

## Latest News

### *Sales Update*

In January 2013, the Group realized a contract sales amount of approximately RMB424 million and a contract sales area of 46,281 sq.m., representing a sharp increase of 403% and 303% y-o-y. The contract sales target of the Group for the year 2013 will be RMB7.5 billion, representing an increase of approximately 25% from the realized contract sales of 2012.

### *Land Bank*

As at 31 January 2013, the Group owned a land bank with an aggregate planned GFA of approximately 8.79 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.15 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 31 January 2013)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza • Royal Terrace	Quanzhou	High-rise residential	58	202,129
Fortune Plaza • World City	Quanzhou	Commercial	58	317,036
International Finance Center • The Regent	Quanzhou	Residential and commercial	34	256,196
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267,676
Sunshine Mansion	Quanzhou	Residential and commercial	80	172,156
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	118,060
Sunshine City	Xiamen	Residential and commercial	100	143,000
The Prestige	Xiamen	Residential	65	89,244
Sapphire Boomtown (Phase 2)	Zhangzhou	Residential and commercial	100	163,033
Royal Spring City • Spring Villa	Anshan	Residential and commercial	70	168,729
<b>Total</b>				<b>1,897,259</b>

**Disclaimer:**

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## Project Development Information

### Projects Held for Future Development (As at 31 January 2013)

Project Name	City	Type of Property	Company's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500,785
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220,229
Gold Coast (Phase 1 Part B, Phases 2 & 3)	Quanzhou	Residential, commercial and tourism related integrated development	45	1,095,608
International Finance Center (Phase 2)	Quanzhou	Commercial	34	148,804
Nan'an World City	Quanzhou	Residential and commercial	80	660,000
SCE Plaza	Quanzhou	Residential and commercial	60	297,529
Sunshine City	Quanzhou	Residential and commercial	100	137,902
The Prestige	Quanzhou	Residential and commercial	100	111,972
Sapphire Boomtown (Phases 3 & 4)	Zhangzhou	Residential and commercial	100	208,688
Sapphire Boomtown	Longyan	Residential	100	267,240
Triumphal Palace	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
Sunshine Park	Langfang	Residential and commercial	55	424,777
<b>Total</b>				<b>6,242,746</b>

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 31 January 2013)

Project Name	City	Type of Property	Total GFA (sq.m.)
Beijing World City	Beijing	Commercial	32,312
Green Lake Mansion	Xiamen	Commercial	937
SCE Building	Xiamen	Office	42,970
<b>Total</b>			<b>76,219</b>

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**Stock Information (As at 31 January 2013)**

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.91	HK\$1.49-HK\$1.97	HK\$5.450 billion	2.8532 billion shares



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