

2012

2012 July 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

The Company Secures a HK\$400 Million Term Loan Facility

The Company has signed a term loan facility agreement with The Hong Kong and Shanghai Banking Corporation Limited and Hang Seng Bank Limited on 23 July 2012. Pursuant to the agreement, the banks, have agreed to grant to the Company an principal amount of HK\$400 million to finance the land acquisition and general working capital of the Group. The facility is for a term of three years from the agreement date and is guaranteed by certain subsidiaries of the Company.

Sunshine City Launched with Enthusiastic Market Responses

Sunshine City in Xiamen was officially launched to the market on 21 July 2012, offering 604 residential units in eight residential buildings. All available units were sold out quickly within a half day, generating a total subscription amount of approximately RMB500 million.

Sunshine City is conveniently accessible to public transportation. It is adjacent to High-speed Railway North Station in Jimei District, Xiamen City, and is soon to be the first station of Xiamen Metro Line 1. Targeting on young people, the project comprises 14 residential buildings, mainly two-bedroom and three-bedroom units ranging from 70 sq.m. to 110 sq.m., with a total planned GFA of approximately 143,000 sq.m.



One Additional Residential Building of Fortune Plaza • Royal Terrace Launched

One additional residential building of Fortune Plaza • Royal Terrace was launched in July 2012, providing 108 residential units to the market. Two-bedroom and three-bedroom units were available with unit sizes ranging from 88 sq.m. to 141 sq.m. More than 90% of them were subscribed as at 31 July 2012.

Located in eastern Quanzhou, Royal Terrace is the Phase 2 of Fortune Plaza – a large-scale urban complex. It covers a land area of approximately 100,000 sq.m., with a total planned GFA of approximately 250,000 sq.m.

Latest News

Sales Update

In July 2012, the Group realized a contract sales amount of approximately RMB880 million, while the contract sales area was 107,362 sq.m., representing an increase of 28% and 41% m-o-m respectively and hitting a new monthly record-high since its listing in 2010. The Group realized a contract sales amount of approximately RMB2.946 billion and a contract sales area of 350,050 sq.m. for the seven months ended 31 July 2012.

Land Bank

As at 31 July 2012, the Group, together with its jointly-controlled entities and associates, owned a land bank with an aggregate planned GFA of approximately 7.98 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 5.52 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 July 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
Fortune Plaza·World City	Quanzhou	Commercial	58	317, 036
Sapphire Peninsula	Quanzhou	Residential and commercial	100	267, 676
Purple Lake International Golf Villa (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
Sunshine City	Xiamen	Residential and commercial	100	143, 000
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				1,774,110

Project Development Information

Projects Held for Future Development (As at 31 July 2012)

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
Purple Lake International Golf Villa (Phase 2)	Quanzhou	High-rise and 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
The Prestige	Xiamen	Residential	65	89, 244
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				5,572,781

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 July 2012)

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

Disclaimer:

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

Stock Information (As at 31 July 2012)

Price per Share (Closing)	52-week Range	Market Capitalisation	Total Number of Shares
HK\$1.80	HK\$1.40-HK\$2.01	HK\$5.136 billion	2.8532 billion shares



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