

2023 June Newsletter

China SCE Group Holdings Limited

Stock Code: 1966
Best 50 of China Real Estate Developers



China SCE Group Holdings Limited ("China SCE" or the "Company", together with its subsidiaries, the "Group") was established in 1996 and listed on the Main Board of The Stock Exchange of Hong Kong Limited in February 2010. The Group's major businesses include property development, commercial management, property management and rental apartments business. The Company is headquartered in Shanghai for its business operations, while implementing key focused strategies in the Yangtze River Delta Economic Zone, the Guangdong-Hong Kong-Macao Greater Bay Area, the Bohai Rim Economic Zone, the West Taiwan Strait Economic Zone and Central Western Region.

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Latest News

Sales Overview

In June 2023, the Group together with its joint ventures and associates achieved a contracted sales amount of approximately RMB3.009 billion and a contracted sales area of 239,830 sq.m. The average selling price for June 2023 was RMB12,547 per sq.m.

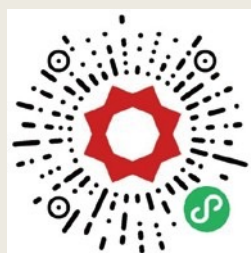
For the six months ended 30 June 2023, the Group together with its joint ventures and associates achieved an accumulated contracted sales amount of approximately RMB20.084 billion and an accumulated contracted sales area of 1,587,894 sq.m. The average selling price for the six months ended 30 June 2023 was RMB12,648 per sq.m.

Land Bank

As of 30 June 2023, the Group together with its joint ventures and associates owned a land bank with an aggregate planned GFA of approximately 3,279 million sq.m.



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Scan the QR code in WeChat or search "中骏集团投资者关系小程序" (China SCE Investor Relations Mini Program) on WeChat bulletin board for the Group's latest development

Disclaimer:

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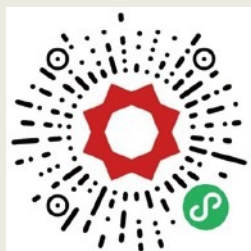
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China SCE Project Showcase

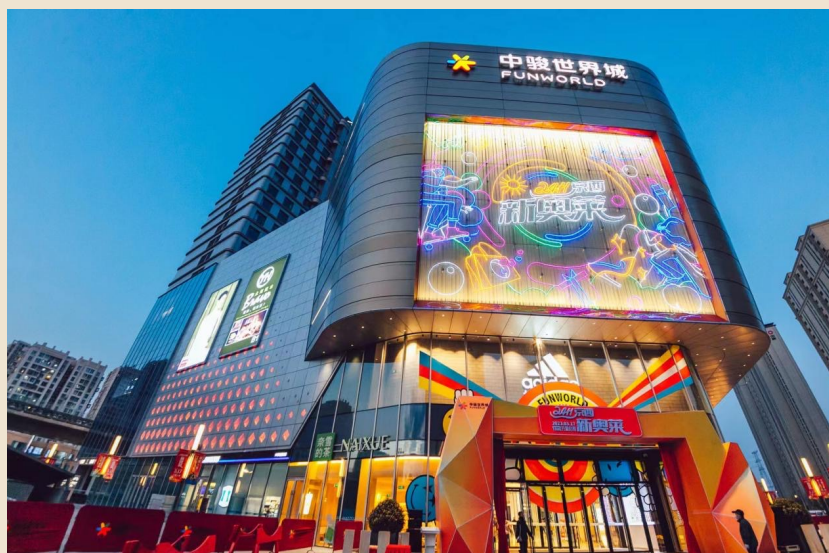
Beijing West Chang'an SCE Fun World



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Beijing West Chang'an SCE Fun World, which was grand opened on 17 March 2023, is the first and innovative "Urban Outlet" project under SCE CM's product lines which is built in accordance with the Transit-Oriented Development (TOD) model. With a total GFA of 220,000 sq. m. and a commercial area exceeding 120,000 sq. m., the mall is located at the core of the West Beijing economic circle. Positioned on the city's horizontal axis, it lies on the western extension of Chang'an Avenue and intersects with Beijing Subway Line S1. This prime location attracts a steady stream of shopper foot traffic, as large numbers of urban middle-class families, fashionable youths, business professionals, white-collar workers are living and working in the district, plus there are tourists drawn to natural scenery and Winter Olympics sites nearby.

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China SCE Project Showcase

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Beijing West Chang'an SCE Fun World operates under the group's "Department-store-management" philosophy. By focusing on the essential commercial content, it combines carefully curated shopping mall merchandise with popular outlet items. This approach effectively caters to a diverse customer base and addresses their consumption needs, offering unique insights into new and exciting consumption trends and breaking away from the traditional outlet operational model. In response to current changes in consumer trends, Beijing West Chang'an SCE Fun World integrates commercial space and brand experiences to capture consumers through powerful themed spaces that offer immersive experiences. It transcends the constraints of time and space by creating a twofold integrated model of "24-hour non-closing online and offline," and efficiently creates value for membership services driven by the dual online and offline platforms.



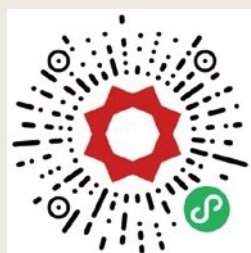
Beijing West Chang'an SCE Fun World is an innovative project by SCE CM in response to new trends in consumption and the new business landscape. Its new business model, content and experience not only brings more diverse lifestyles and updated spatial aesthetics to consumers in western Beijing, but also sets a new regional benchmark for the iterative upgrading of commercial operations in Beijing, creating new opportunities for the accelerated expansion of the outlet market.

China SCE Project Showcase

Project Background



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Location:

The project is located at Beijing Subway Line S1 Qiaohuying Station in the Mentougou District of Beijing and is adjacent to Shejingshan District.

Population:

As of the end of 2022, Mentougou District had a resident population of 396,000, and Shijingshan District had 563,000 people. The project can radiate to a population of approximately 800,000 residents in the western part of Beijing. Within a 5-kilometer radius of the project, there are 154 residential communities, 36 office buildings, and 62 educational institutions. It can radiate to most of the urban area within an 8-kilometer radius and to some western areas of Beijing within a 10-kilometer radius.

Characteristics of the district:

Mentougou District has an astounding natural environment and is known as the "Natural Ecological Treasure of the western part of the Capital". It is a place where emerging industries including integrated circuit design, industrial robotics, 3D printing and drones convene in western Beijing. The significance of Mentougou as a district will be comparable to the Tongzhou District Municipal Administrative Centre in the future. When the population of Beijing moves westwards, the district's advantage in transportation will become increasingly evident. In 2022, the GDP of Mentougou District is around RMB 27.22 billion, and that of Shijingshan District is around RMB 100.02 billion.

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