

2014 March 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 March 2014, the Group and its joint ventures achieved a contracted sales amount of approximately RMB1.095 billion and a contracted sales area of 131,480 square meters, representing a year-on-year decrease of 40% and 1%, respectively. The average selling price for March 2014 was RMB8,326 per square meter.

The Group and its joint ventures achieved an accumulated contracted sales amount of approximately RMB3.053 billion and an accumulated contracted sales area of 352,149 square meters for the three months ended 31 March 2014, representing a year-on-year increase of 15% and 55%, respectively. The average selling price for the three months ended 31 March 2014 was RMB8,669 per square meter.

Land Bank

As at 31 March 2014, the Group owned a land bank with an aggregate planned GFA of approximately 9.87 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 7.00 million sq.m.).

2013 Annual Results Announcement

On 18 March 2013, China SCE announced its annual results for the year ended 31 December 2013. For the year ended 2013, the Group's sales revenue increased by approximately 81.2% to approximately RMB6.588 billion. Profit for the year increased by approximately 30.3% to approximately RMB1.174 billion. Profit attributable to owners of the parent increased by approximately 32.1% to RMB888 million. Basic earnings per share were approximately RMB25.9 cents. The board of directors of the Company resolved not to declare any final dividend for the year ended 31 December 2013.

Inclusion Among the "China Top 100 Real Estate Developers in 2013" and "China Real Estate Developers with Outstanding Growth in 2013"

The "2014 Guandian Annual Forum" (2014觀點年度論壇) was held in Guangzhou from 11 to 13 March 2014. At the event, China SCE was honored to be included among the "China Top 100 Real Estate Developers in 2013" as a result of its remarkable breakthrough in contracted sales amount of over RMB10 billion in the year. This was the second consecutive year that China SCE has been included in the ranking. It was also selected as one of the "China Real Estate Developers with Outstanding Growth in 2013".



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Awarded "China Top 100 Real Estate Developers"

On 19 March 2014, the 2014 Summit of China Top 500 Real Estate Developers (2014中國房地產500強測評成果發佈會暨500強峰會) was held in Beijing. This event was jointly organised by China Real Estate Research Association, China Real Estate Association and China Real Estate Appraisal Center.

During the event, China SCE was again awarded as one of the "China Top 100 Real Estate Developers", and ranked third in the "China Top 10 Real Estate Developers with Innovative Capabilities".



Commencement of Construction of Phase 3 of Sapphire Boomtown in Zhangzhou

Phase 3 of Sapphire Boomtown in Zhangzhou obtained its construction permit on 24 March 2014, marking the official commencement of its construction.

Sapphire Boomtown is located at the south of Shuixian Avenue in Zhangzhou. The project, a large-scale residential community in Zhangzhou, occupies a site area of approximately 230,000 sq.m., with a planned GFA exceeding 500,000 sq.m.. Phase 3 of it owns a total planned GFA of approximately 210,000 sq.m. and will comprise 10 high-rise residential buildings, 2 SOHO apartment buildings and 1 office building. Phase 3 will be launched to the market in the second quarter of the year.

Project Development Information

Projects Under Development (As at 31 March 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
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
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
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				3,704,729

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Projects Held for Future Development (As at 31 March 2014)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Beijing Project	Beijing	Office	100	38,195
The Prestige	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	Nan'an	SOHO apartments, office, shopping mall and retail shops	80	444,668
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				5,397,060

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 31 March 2014)

Project Name	City	Type of Property	Total 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 31 March 2014)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.68	HK\$1.38-HK\$1.88	HK\$5.752 billion	3.42384 billion shares



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