



2013

2013 **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 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

2012 Annual Results Announcement

On 27 March 2013, China SCE Property announced its annual results for the year ended 31 December 2012. For the year ended 2012, the Group recognized a revenue of approximately RMB3.637 billion, while profit for the year and profit attributable to owners of the parent amounted to RMB901 million and RMB672 million, respectively. Basic earnings per share were RMB23.6 cents, and the Board resolved not to declare final dividend in respect of the year ended 31 December 2012.

Grand Launch of The Prestige in Xiamen

The Prestige in Xiamen was launched on 17 March 2013, generating a keen market interest. The 137 high-rise residential units with exquisite decoration were fully subscribed on the debut day, achieving an encouraging sales performance with subscribed amount of approximately RMB800 million.

The Prestige benefits from the prime location of Wuyuan Bay area in Xiamen, with access to the only hot spring source within Xiamen Island. It covers a land area of approximately 37,000 sq.m. with a total planned GFA of approximately 89,000 sq.m. and will be developed into a high-quality bayside residential block comprising high-rise and low-density residential units.



Grand Launch of International Finance Center • The Regent

International Finance Center • The Regent was officially launched to the market on 24 March 2013. 298 high-rise units were launched on that day with approximately 90% of the units subscribed, recording a subscribed amount of approximately RMB400 million.

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, commercial spaces and office spaces. Phase 1, comprising high-rise residential buildings and ancillary commercial area, has a total planned GFA of approximately 260,000 sq.m.



Latest News

Phase 2 of Sapphire Boomtown Launched for Sale

On 9 March 2013, Phase 2 of Sapphire Boomtown was launched to the market. Four high-rise residential buildings were made available on the debut day with all of the offered units subscribed on that day.

Sapphire Boomtown is located at the south of Shuixian Avenue in Zhangzhou City. The project occupies a site area of approximately 240,000 sq.m. with a planned GFA exceeding 500,000 sq.m., which will be developed into a large-scale residential community. Phase 2 owns a total planned GFA of approximately 160,000 sq.m. and will comprise high-rise residential buildings and SOHO apartments.

Acquisition of a Residential-cum-Commercial Land Parcel in Quanzhou, Fujian Province

Recently, a joint-venture company which was established by a wholly-owned subsidiary of the Company and the other two independent third parties has acquired a land parcel at Wenling Road, Quanzhou. The Group holds 51% of the equity interest of the joint-venture.

The land parcel is located at North Wenling Road, Quanzhou, core area of the city that offers convenient access and comprehensive amenities. The project occupies a site area of approximately 56,000 sq.m. and a planned GFA of approximately 370,000 sq.m. The land consideration is RMB698 million. The project will comprise residential, commercial and office buildings.

Acquisition of a Residential-cum-Commercial Land Parcel in Jinjiang of Quanzhou, Fujian Province

In March 2013, a joint-venture company which was established by a wholly-owned subsidiary of the Company and the other two independent third parties has acquired a land parcel adjacent to Citong Bridge, Jinjiang, Quanzhou. The Group holds 51% of the equity interest of the joint-venture.

The land parcel is located in Chidian Town, Jinjiang, adjacent to Citong Bridge. It covers a site area of approximately 52,000 sq.m. with a planned GFA of approximately 230,000 sq.m. The land consideration is approximately RMB209 million.

Construction Permit of Sunshine Town Phase 2 Obtained

Sunshine Town Phase 2 successfully obtained its construction permit recently.

Sunshine Town Phase 2 is located on Nanhuan Road, Nan' an, a 10-minute drive from downtown Quanzhou. The project occupies a site area of approximately 43,000 sq.m. with a planned GFA of approximately 220,000 sq.m. and will comprise residential buildings and ancillary commercial facilities.

Latest News

Awarded the Honor of “Top 100 Real Estate Developers of China in 2013” and “Top 10 Real Estate Developers with High-level of Operational Efficiency”

On 22 March 2013, the Summit of Top 500 Real Estate Developers in China was held in Beijing, during which a report on the “Top 500 Real Estate Developers of China in 2013” was revealed. This event was jointly sponsored by China Real Estate Research Association, China Real Estate Association and China Real Estate Appraisal Center.

China SCE Property has been honored as one of the “Top 100 Real Estate Developers of China in 2013” and “Top 10 Real Estate Developers with High-level of Operational Efficiency” during the event.



Sales Update

In March 2013, the Group realized a contracted sales amount of approximately RMB1.830 billion and a contracted sales area of 132,287 sq.m., representing a sharp increase of 487% and 221% y-o-y. The Group realized a contracted sales amount of approximately RMB2.661 billion and a contracted sales area of 227,337 sq.m. for the three months ended 31 March 2013, representing a sharp increase of 343% and 197% over the same period of last year, respectively. The accumulated contracted sales accounted for approximately 35% of the annual sales target (RMB7.5 billion).

Land Bank

As at 31 March 2013, the Group owned a land bank with an aggregate planned GFA of approximately 9.72 million sq.m. (the aggregate planned GFA attributable to the Group was approximately 6.83 million sq.m.), including a planned GFA of approximately 0.15 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 March 2013)

Project Name	City	Type of Property	Group'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 (Phase 2)	Quanzhou	Residential and commercial	80	172,156
Gold Coast (Phase 1 Part A)	Quanzhou	Residential	45	118,060
Sunshine Town (Phase 2)	Quanzhou	Residential and commercial	100	220,229
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
Total				2,117,488

Investment Properties (As at 31 March 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
Total			76,219

Disclaimer:

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

Project Development Information

Projects Held for Future Development (As at 31 March 2013)

Project Name	City	Type of Property	Group's Equity Interest (%)	Total Planned GFA (sq.m.)
Fortune Plaza (Phases 4 & 5)	Quanzhou	Residential, commercial, office and hotel	58	500,785
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
Quanzhou Project	Quanzhou	Residential, commercial and office	51	370,115
Jinjiang Project	Quanzhou	Residential and commercial	51	232,643
Sapphire Boomtown (Phases 3 & 4)	Zhangzhou	Residential and commercial	100	208,688
Sapphire Boomtown	Longyan	Residential	100	267,240
Nanchang Project	Nanchang	Residential and commercial	100	310,000
Sapphire Hill (Phase 1)	Shenzhen	Residential and commercial	63	268,331
Beijing Project	Beijing	Office 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	100	485,878
Langfang Project	Langfang	Residential and commercial	55	424,777
Total				7,203,606

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.

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Stock Information (As at 28 March 2013)

Price per Share (Closing)	52-week Range	Market Capitalization	Total Number of Shares
HK\$1.88	HK\$1.49-HK\$2.10	HK\$5.364 billion	2.8532 billion shares



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